

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXI.

NEW YORK, MAY 4, 1910.

No. 5



MAY 8 1910
GENERAL LIBRARY

A great manufacturer—one of the largest in his line—signed an advertising agreement with us a few years ago.

His Board of Directors appropriated \$100,000 for the proposed publicity.

We made a thorough and exhaustive study of his product, of his selling system, of trade and market conditions, and of profit possibilities.

Then we advised him not to advertise.

We have no better friend today than this manufacturer. He came to advertising headquarters to get advice, and we gave him the best we had.

If you have a selling problem, perhaps the above will indicate a good place to take it.

New York

Philadelphia

Boston

Put it up
to men
who know
your market



FEDERAL
ADVERTISING
AGENCY

New York Chicago Cleveland

PRINTERS' INK.

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THE PHOTOGRAPH IN DISPLAY ADVERTISING.

ITS ADVANTAGES OVER THE PAINTING OR DRAWING FOR MAGAZINE WORK—EXPERIENCE WITH DRAWINGS AND PHOTOS FOR EASTMAN ADVERTISING—PHOTOS MORE REAL THAN DRAWINGS.

By L. B. Jones.

Advertising Manager, Eastman Kodak Company

The old saw that photographs always tell the truth is as far from being correct as that still older one, "Figures never lie." Yet the very fact that the photograph has a reputation for veracity is a help to the honest advertiser. It helps him in the telling of a frank story; brings him in close touch with the prospective customer; is next best to showing the actual goods, just as the printed word expressed in homely language is next best to a personal interview.

Argument for the use of the photograph in showing the goods themselves is no longer necessary. The photograph has already relegated the wood cut and the line drawing to the has beens. But it is still over retouched. Twice as much money to the photographer and half as much to the engraver's artist who "fixes up" the copy would mean better and more convincing illustrations.

The value of the photograph in the preparation of copy that attracts is still unappreciated. The man who has a patent churn turns to the commercial photographer for a picture of that churn, but is still likely to overlook the fact that in developing his business he might, to advantage, use the services of a professional photographer in securing a picture of an at-

tractive girl operating that churn, pictures of the same attractive girl, with sleeves rolled up to the dimpled elbow, making the butter into prints, pictures of the same girl down at the spring house where the butter is cooling, or pictures of her giving a handful of fragrant clover to the Jersey heifer that keeps the churn busy.

If the picture attracts by its beauty, so much the better, but the first duty of an advertisement is to sell goods. If it does not accomplish that, it is a flat failure. Beautiful pictures are common enough in advertisements to-day. But some of them fail absolutely *to connect with the goods*. The reader looks at them, admires them, even talks about them, but never once is impressed with an idea concerning the article advertised. The picture must agreeably present a first argument, suggest an interest in the subject. It is for the ad writer to present the further arguments in cold type, but how much easier the task has been made by the pleasing picture that has put him on an easy footing with the reader.

With a photograph you show real people. As the play is more realistic than the book, so are photographs more real than paintings. They have in them the human element that we all are striving to get into our stuff. To be successful, the advertising picture must not only be attractive, but, in order to carry conviction, must be natural. In this field the photograph is supreme because it is not merely the fanciful impression of an artistic mind but an actual, real delineation of the person or things within its confines. There may still be room for argument as to whether or not photography is an art, but in my opinion its very realism gives to it a convinc-

ing, compelling, selling power far beyond that of any painting.

If thus far you have agreed with me, you are now likely to say: "Yes, and it's cheaper." And if



THE FAMOUS "KODAK GIRL," USED IN ADS AND THOUSANDS OF POSTERS, ETC.

you try photography because it is cheaper, you will soon go back to paintings. Photographs are cheaper than paintings, but *pictures* made by photography are not necessarily so except in so far as they may be more cheaply multiplied.

We are constantly in need of pictures that suggest the pleasures that are to be derived from kodakery, or that suggest kodak simplicity and conveniences — pictures that convince and give life and reality to our advertising.

When we were using paintings and drawings for this work, we purchased pictures from the very best artists in the country, among them being such people as Frederic Remington, A. B. Frost, Charles Allan Gilbert, Jessie Wilcox Smith, Edward Penfield, T. K. Hanna, Alonzo Kimball and Rose Cecil O'Neill. Now that we are using photographs we propose, too, to have the very best work obtainable from the best workers, and it is a fact that we have paid

more money for a single negative than we have ever paid for a painting.

The reproduction of a photograph in black and white is a simple matter—reproductions in colors are not difficult but there are two or three important details to be looked after. First of all, such reproductions should always be by process work, never by lithography. When the reproduction is by lithography or by any other process of engraving by hand, the photographic veracity is lost. The picture is no longer photographic, but has become a drawing from a photograph and ninety-nine times out of one hundred shows that it is the stiff work of the mere copyist. By process work, on the other hand, it remains photographic at every stage *so far as line is concerned*. Color photography has not as yet advanced to the point where it can be depended upon, especially where live subjects are



ONE OF THE PRESENT SERIES OF PHOTOGRAPH ADS.

introduced, because of the long exposures necessary, but coloring photographs in a manner that will not take away the photographic effect is by no means difficult. The simple rule is: Use transparent

Beginning September next

THE LADIES' HOME JOURNAL

WILL BE ISSUED
TWICE A MONTH

the numbers appearing on the
1st and 15th of each month.

A new schedule of advertising
rates will go into effect, which
can be had upon application
to any of our representatives.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK: 1 Madison Avenue
CHICAGO: 809 Home Insurance Building
BOSTON: Barristers Hall

water colors, avoiding strong colors so that the photograph itself will show through enough to fully maintain the photographic character of the picture. In the reproduction, four colors are preferable to three, the black plate used in the four-color process seeming to hold together and em-



ONE OF A FORMER SERIES OF ADS WITH DRAWING

phasize the photographic character of the picture.

Perhaps a word about our own experiences and disappointments along this line will be of value. Realizing about ten years ago that the introduction of real pictures of real people would draw more attention to the witchery of kodakery than the mere publication of pictures of the cameras themselves, we secured a series of photographs of the Kodak Girl that made a decided hit. After about two years of this work we began purchasing back covers in colors as a means of still further widening the kodak publicity. In furnishing copy we were accustomed to send the photograph to the publisher, with instructions to color it. He did. And no chromo back on the farm was ever half as bad as most of those back covers. The

work was mostly in three colors and neither we nor the engraver nor the printer knew how to handle it. The girl that had been so modestly attractive in black and white, swept across the back covers of the magazines in a garish splendor that made a circus poster look like a monotone etching by Helleu in comparison. We still believed in back covers and the magazines insisted on color. So we made a right about face and bought paintings. 'Twas a decided improvement, but we still believed in photographs. We experimented in coloring and meanwhile the engraver and the printer advanced rapidly, and after three years the time came when we again tried the reproduction of colored photographs for our back covers. Of course, we are not always satisfied with the results—far from it, but for our back cover copy, for catalogue and booklet covers and even for hangers in the dealers' stores, and for street car signs we use the colored photograph, reproduced by the three or four-color process, usually the latter, to the almost total exclusion of the lithograph or the painting.

It has not saved a dollar of expense, but has, I believe, added greatly to the effectiveness of kodak copy. Pictures that pleasingly tell the story of the attractiveness of one's wares are always good in advertising. When such



A SUGGESTIVE PHOTO DOING DUTY IN ADVERTISING.

pictures are real photographs of real people, they have brought you closer to the prospective customer. And that, I believe, is what we are all looking for.

THE ELABORATE BABBITT ADVERTISING REJUVENATION.

NEW COLOR SCHEME AND SYMBOL
ADOPTED—OUTDOOR AND SAMPLE
CAMPAIGN SPREADING ALL OVER
COUNTRY—GRAFTING AN OLD PROD-
UCT ONTO THE NEW SCHEME.

By Lynn G. Wright.

The B. T. Babbitt Soap Company has fairly under way an advertising and selling campaign which will sweep slowly from East to West with an all-inclusive course that will leave not even the little towns untouched. Entrenched behind a reputation that has slowly been building up since 1836, supported by five new cleaning products, and assured by having at hand capital to an amount that will do for any reasonable publicity endeavor, the managers have touched the button that has started on its way a campaign which is carrying the advertising idea through every move that is made, and to the very furniture in the office.

The trade got its first inkling of "something doing" in the Babbitt concern last September when the president of the company, B. T. Babbitt Hyde, brought to New York Louis Hilfer, an old-time Babbitt warrior, who had conducted many a stirring trade and outdoor battle in the states of the Middle West, and who had made notable contributions to the campaigns of Campbell's Soups and Carnation Milk.

When he arrived in New York, Mr. Hilfer sat himself down at his desk, knowing full well that it is the period before the first shot is ever fired that decrees whether a campaign shall be a failure or a great success. He was wise enough to recognize the merit of his competitors. He determined that he would not underrate the ability of the houses with which he was about to pit himself in a great and typically American struggle for trade.

He drew a long breath and jotted down upon a pad the cleaning products which he, as sales-manager, would have to find a

national market for. These new articles were: the B. T. Babbitt Cleanser, put up in cans, to sell at five cents, Giant Size, ten cents; the Babbitt Naphtha Soap; Babbitt Borax Soap, and the Babbitt Floating Soap, for toilet use. Along with these was the Babbitt's Best Soap, which had been the firm's chief asset for half a century.

He then reviewed the Babbitt advertising since 1836. B. T. Babbitt, the founder of the business, had always kept his products before the public in one form or other. Early in the last century he had used the old stages. As



THE POSTER BEING USED.

the era of horse cars came on he went into them; in fact, he was one of the first, if not the very first, who used street cars for advertising. He had been a consistent advocate, until his death, in 1889, of house-to-house publicity. In the course of his lifetime hundreds of thousands of dollars had been spent in literature which had been handed in at the door, and in samples which had been given the housewife. B. T. Babbitt was a firm advocate of the premium system. Twenty-five years ago the families who were buying Babbitt's Best Soap be-

cause of the premiums numbered literally thousands. No premiums will be given henceforth.

In 1900, eleven years after the death of Mr. Babbitt, there was one spasm of magazine advertising which cost the house \$240,000. This campaign in the chief rational mediums lasted only twelve months, when it was stopped.

Mr. Hilfer came to the conclusion that, whatever endeavors he would make, the advertising and the trade work must be at once comprehensive and unified. The trade work must be bound to the house-to-house work and to the outdoor advertising. The different articles must be woven together by some scheme that would leave no one in doubt that they were the products of B. T. Babbitt & Co. It would be a sad blunder not to make use of the prestige which the house had been slowly building through seventy-five years.

THE SEARCH FOR A SYMBOL.

The sales manager was therefore led by degrees to believe that he should find a symbol which stood at a glance for cleanliness and which should be peculiarly Babbitt's.

History was rummaged for some figure standing for cleanliness. Dozens of semi-plausible and other dozens of freak suggestions were made. The best that history, legend and mythology could produce, according to one investigator who turned two or three libraries upside down, was the *Witch with the Broom*. But the sales manager discreetly left the Old Lady of Superstition to fly through her realms of the air and she was not brought down to earth to adorn the Babbitt campaign.

One day, while knitting his brows over the problem, Mr. Hilfer saw a street cleaner, a White Wing, of the typical New York kind, clad in white and capped by his helmet, sweeping away at his work. Like a flash it came to him that here was the long-sought symbol of cleanliness.

The street cleaner was changed into a boy; he was clothed in im-

maculate white, with a gleaming helmet, and a street cleaner's broom was put over his shoulder. And, presto! Babbitt's had a symbol!

Mr. Hilfer pointed out an incidental merit of this figure, which he calculates will save the house many thousands of dollars. Unlike some other figures identified with advertised cleaning goods, money will not have to be spent in order to make the public understand that the boy street-cleaner stands for cleanliness. No educational work will have to be carried on to give the figure a cleaning significance.

PSYCHOLOGICAL TEST FOR COLOR SCHEME.

The next step was to decide upon a scheme of colors which should blend the Babbitt family into a unity. What colors were the most harmonious and also the most effective, appealing to the eye with the least offense and the greatest force? Psychologists were called into consultation and experiments in Chicago were carried on with children as judges—their fresh, unstagmatized vision being thought the surest to render a true verdict.

These tests led to the choosing of yellow and blue. These colors suffuse the new Babbitt family. They appear upon the packages, upon the cases in which the soaps are packed, upon the billboard advertising, upon the leaflets and booklets now being distributed, on the uniforms of the Babbitt boys, and even in the colors of the stationery and the typewriter ribbons. The Babbitt letterhead has a band of blue and yellow, with a white background; the lines are typed on blue ribbon, and the signature of the house is typed on yellow ribbon. The very office boys are dressed in the costume of the trade-mark, and salute visitors.

The Babbitt campaign is fundamentally a house-to-house campaign. Its first appearance before the public was about four weeks ago in New York, when a "teaser" series of posters was started in the subway and the elevated stations. A Babbitt boy, in his

white suit and helmet, and with a broom over his shoulder, was shown with the single word, "Coming." After two weeks the second poster was put out, with these words, "Watch for the Parade."

Saturday, April 23d, the first parade of Babbitt boys took place in Brooklyn, which is judged to be a hard yet most promising city in which to start a campaign. A band of boys, dressed in one prevailing style, paraded for five miles. Whenever the column, two abreast, came to a store in which the new Babbitt line had been placed, the captain of the brigade would give a signal, the boys would line up at attention, and give the Babbitt salute, with the new Babbitt slogan, "At Your Service."

This somewhat theatrical bit of trade work was, it is reported, immensely appreciated by the dealers. Its novelty made the retail men understand that the old house of Babbitt was in the field with new ideas and with determination.

The parades, it is planned, will take place on Saturdays. On the Monday following, the same Babbitt boys will cover the houses of the parade district, leaving with the lady who opens the door a booklet about Babbitt's Cleanser, a sample, and, sometimes, literature describing the other members of the new Babbitt family. As the boy thrusts the matter into the lady's hand, he comes to attention, salutes and says, "At your service, madam."

The Cleanser is going to be the leader, to conduct the other members of the Babbitt family into a hoped-for national consumption. The Cleanser booklets, as well as other booklet literature, are printed in yellow, blue and white, with a Babbitt boy on the covers, at attention and delivering himself of "At your service."

In this manner the new Babbitt campaign will proceed from city to city, from Coast to Coast. It may be two years, it may be shorter or somewhat longer before the entire land has been swept over. In the course of the

campaign several million families will be visited and several hundred thousand dollars will be spent.

While house-to-house advertising will, as stated, be the ground work, other forms of advertising will be done. In Brooklyn the street cars are already carrying Babbitt cards. In Manhattan, billboards are used. In some sections, newspapers will be brought into play. The peculiar trade conditions in different localities will determine what supplementary form of advertising will be carried on. Even electric signs of blue, yellow and white will be used in cities where they will count.

But whatever form of publicity is done, it will keep pace with the progress of the Babbitt's boy brigades. Magazines are being considered for use after distribution is fairly well under way.



COVER OF A CLEVER CUT-OUT BOOKLET.

The effects of this advertising and selling work upon the trade will always be kept first in mind. The color scheme of the Babbitt goods will, it is felt, impress the grocer as being particularly good for window displays.

The grocer will be particularly interested in the manner in which Babbitt's oldest cleaner, the "Best Soap," will be brought slowly into the color membership of the family. The wrapper that has been used is featureless in its drab shading. It will not be changed at once, however. It has too many appreciative users who would resent the innovation, and perhaps not recognize it in a new dress.

So, for six months, the old wrapper will strike the eye, but upon the inside will be a printed notice that soon the "Best" will appear in a new wrapper. The reasons why will be given. After half a year the new color scheme will be printed upon the *inside*. After a few months of this, the new color wrapper scheme will be *put upon the outside, and the old one on the inside*. And soon thereafter the latter will be dropped altogether, and the house of Babbitt will be entirely committed to its new endeavors.

ADVERTISING MEN PROMOTING OUTDOOR SPORTS.

The advertising interests of Manhattan and vicinity have planned an interesting one-day tournament at the Marine and Field and Dyker Meadow Courses, New York, June 2d. At the close of the tournament the players will be the guests of the Marine and Field Club, at their shore clubhouse, where a golf dinner will be served, and plans presented for a permanent organization of the advertising interests for the purpose of promoting golf and tennis tournaments and outdoor sports among its members.

The tournament is in the hands of a committee consisting of Arthur S. Higgins, John H. Eggers, John B. Woodward, Wm. C. Freeman, Wm. H. Johns, E. St. Elmo Calkins, Joseph A. Judd, W. E. Conklyn, John H. Hawley and Wm. H. Beers.

Invitations may be secured by addressing Wm. H. Beers, 1 Madison Square, New York, N. Y.

NEW TRADE JOURNAL APPEARS.

Volume I, Number 1, of the *Inland Storekeeper*, was issued in April. This new publication is printed by the Byxbee Publishing Company, of Chicago. It is a periodical for the merchant who deals in mixed stocks, and by virtue of that for the merchant in the smaller communities. The editor is Frank Farrington, of Delhi, N. Y., a storekeeper himself of many years' experience, whose contributions to *PRINTERS' INK* and other trade journals, have been numerous. The magazine is of regulation size, with eighty pages in this first issue. A feature of the first issue is a colored frontispiece.

A. C. Smith has succeeded A. B. McAllister as vice-president and general manager of the Newitt Advertising Company, Los Angeles. Mr. Smith has been associated with the Newitt Agency for the past four years.

The advertising force of the *Housewife* has been increased by the addition of Harold E. Porter, who will represent that publication in New England.

PROOF OF THE NEED OF A PARCELS POST.

DAYTON, OHIO, April 28, 1910.

Editor of *PRINTERS' INK*:

Witness a dangerous parallel. The *Interstate Grocer*, in its issue of April 9th, has on its first page a lengthy article headed, "Merchants Will Fight Hard to Kill Parcels Post," in which appears the appeal they have made "in the name of 9,000 subscribers" to the chairman of the House Committee against any advocacy of even a "limited" parcels post service—this limited service being one operated on and between only parties resident on R.F.D. routes.

On the fourth page of the same issue they printed an article showing the advantages that would accrue to dealers by maintaining a co-operative delivery system, which is precisely what our postal system, particularly the R.F.D. system, is.

One paragraph of this article reads: "Every merchant knows that the expense of delivery orders is one of the largest that goes on the wrong side of the ledger. I remember reading an article recently in this paper wherein some one in Kentucky said that he cut out delivering goods altogether."

Commenting on this, I may say that that is what all country stores did long ago: the farmer has his telephone to order goods, but he has to *drive after* them, while the people's "co-operative delivery system" passes his door daily—empty.

The article then goes on to state that eight grocers in the writer's town pooled together and hired a man at \$320 a month to make deliveries for each of the eight, two daily, with an extra one on Wednesdays and Saturdays. By this scheme the grocers saved from ten to twenty dollars a month. The article then goes on to show how well the arrangement worked, with its trips made on schedule and the goods systematically handled.

Good as the plan worked, it is almost identical with the service the parcels post could render the farmer through the R.F.D. The drivers make regular trips, and leave what they have at the very doors of the homes.

I suggest that you send a marked copy of *PRINTERS' INK* containing these views to the chairman and all the members of the House Committee, to let them see how logical are the opponents of the Parcels Post.

GRIDLEY ADAMS.

The staff of the Federal Advertising Agency has been further specialized by the establishment of an Engineering Bureau, which will be under the management of W. H. Taylor, Consulting Engineer, who will be assisted by W. W. Newcomb, Electrical Engineer, formerly of the Sheffield Scientific School, Yale. On April 1st Clyde T. Short was appointed as the Chicago representative of the Federal Agency. Mr. Short was formerly connected with the Chicago offices of the J. Walter Thompson Company, and more latterly was in business for himself.

THE NO MAN'S LAND OF ADVERTISING.

WHAT HAPPENS WHEN PEOPLE BEGIN TAKING THE WHEELS OUT OF ADVERTISING TO SEE HOW IT WORKS—DANGERS OF SELF-CONSCIOUSLY INVESTIGATING A SUB-CONSCIOUS MEDIUM—WHAT A TYPICAL CONSUMER THOUGHT OF THE ADVERTISING THAT SOLD HIM A HOWARD WATCH.

By James H. Collins

The other morning, coming to town on a suburban train, two of the eminent men of our little village in Westchester got into a discussion as to how advertising works.

Both men are peculiarly fitted to debate it from that standpoint, for neither knows anything about advertising.

Doctor Bickel is an able dentist, Teutonic and thorough in his mental processes, and inclined to take the negative side of some things.

Doctor Jeffries is a tall, thin bacteriologist, American and affirmative. He showed Doctor Bickel the double-spread in the *Saturday Evening Post*, and told him how many thousand dollars that cost. Doctor Bickel drew away, and raised a protesting hand, as though he had been asked to spend that large sum himself.

"It is too much—too much!" he insisted.

So the bacteriologist, who knows that advertising pays, even if he doesn't know how, undertook to fill the other full of faith in advertising by selling him the big double-spread. In several ways he tried to assure him that, if he were the National Lead Company, all that money would come back, but the dentist was dubious.

"No, no—it's too much money," he objected.

Finally Doctor Jeffries began to analyze advertising, showing by simple illustrations drawn from Doctor Bickel's everyday life, how he was actually influenced in making purchases. This method immediately appealed to Doctor Bickel. He began to recall instances himself. And until the

train finally arrived at Grand Central the two professional men were lost in that curious No Man's Land known as the "psychology" of advertising.

The "psychology" of advertising is something like the physiology of digestion.

On the day that a healthy man begins trying to ascertain what takes place inside himself after he eats, he has begun to acquire misinformation that will probably keep him uncomfortable the rest of his life.

And it is the same when an advertising man begins wondering what goes on inside of people when they read advertising.

"Psyche" means soul.

But psychology is very far from being the soul of advertising.

Every so often a colleg: experimentalist, discovering that a good many advertisements are printed one place and another, and hearing that advertising is the life-blood of trade, sets out to study its psychology. His students volunteer as subjects, and are taken into the laboratory, given copies of magazines, told to glance over the ads, and then tell what announcements they can remember, which struck them most forcefully, and so forth. Careful measurements and color experiments are made, and other details relating to the mechanics of advertising investigated, and ultimately the experimenter, having secured a mass of ingenious and entertaining information, puts it into a book, gives it out as a newspaper interview, or reviews it before an advertising club, assuring his audience that in a few years, by the aid of science, advertising will have become absolutely exact.

So far, this is all harmless enough.

In an age, however, when all manner of profound rubbish is accepted because presented upon a pseudo-scientific basis, the "psychology" of advertising is likely to infect many a practical business man who has learned to make advertising pay, yet is willing to concede that maybe the scientists know more about it than he does. When such men pause to psychol-

ogize they often lose their ability to advertise.

There is a distinct fallacy in this psychology, and as the periodic laboratory investigator has just bobbed up again, it may be well to show where it lies.

When anybody analyzes advertising, he is trying to find causes and effects in what is only a medium. That is the darkey in the woodpile.

The Steel Corporation telegraphs a young metallurgist, offering him a position that changes the whole course of his career for the better. That is a cause and an effect.

If a teacher of metallurgy at some university heard about it, and got a section of the telegraph wire over which the message was transmitted, and carefully analyzed it to find out what was to be learned in the way of absolute law that would enable other young fellows to land Steel Corporation jobs, he would be doing just about what is done by anybody who goes into the psychological laboratory to discover laws of advertising by tearing advertisements to pieces.

As neither cause nor effect were in the telegraph wire, so they are not in the printed advertisement. Both are simply mediums for messages, and the real nubbin of the whole proposition lies in the people who send messages and those who receive them.

A manufacturer makes goods so full of merit, so new, so much better than anything that has ever been marketed, so irresistible in their fundamental appealing qualities, so certain to make their way through his trade and to the consumer, that he is chock-full of his proposition. He writes, or supervises the preparation of, an advertisement which is a message to the consumer, and puts it into an adequate advertising medium which is like the telegraph wire, a common carrier, too. Good advertising of that sort will be as direct a message to the consumer who needs these goods as was the offer of a Steel job. If the message is substantial, it ought to arrive at its destination as accurately as though it bore the consumer's individual

name and address. If it does the work well, credit is due to the merchandise, the manufacturer's enthusiasm and the consumer's need. No amount of tinkering with words, plotting with type or investigating memory of optics will put the fundamental message-stuff into it.

Advertising operates sub-consciously.

The moment advertising men begin analyzing it they are working self-consciously. They are like Kipling, who as long as he was not acutely aware that he had an audience, in India, could write excellent stuff, but who, when a world waited to have his latest doggerel cabled, seems to have become afraid to put the words on paper.

The experimental psychologist in his laboratory is veritably studying a section of telegraph wire. On one hand, he misses the vital message-content of the manufacturer, for he has never planned merchandise, made it, seen it succeed and fail—*felt* it, in a word. And on the other hand, in drawing his conclusions from the young people in his classes, he is dealing with folk who are in no sense average consumers. The college youngster does not control his own food supply to any extent, has no very keen interest in owning or improving a home, lacks a wife and children, and thinks chiefly in terms of Broadway shows and sporting goods. Some day he will be a real consumer—but not yet.

If the investigator's inquiry is extended to real consumers the results are pretty certain to be just as elusive. Even when the real consumer is moved by advertising to spend money he cannot tell how it happened, because he has never watched the process or given it any thought. He is like Doctor Bickel—when somebody shows him a double-spread and tells him that it costs so many thousand dollars just to use that space to advertise paint, he is horrified, and protests that it is too much.

George Dyer has long said that he would regard it as more or less disgraceful to hear one of his ad-

vertisements referred to by a consumer as "clever," or "a fine ad," his ambition being that his work sells goods without attracting any attention to itself whatever. Not long ago, in talking with a son of an old chap who seemed to thoroughly represent the upper middle consuming class, Dyer asked:

"What do you think of Howard watch advertising?"

This advertising is, of course, his own work.

"What little I've seen of it has been rotten," said the typical consumer, without hesitation.

"Well, it's a cheap watch," suggested Dyer, "and I guess the advertising is made to fit the goods."

"No, it isn't a cheap watch," said the old party. "There's where you're mistaken, young fellow. Why, the Howard watch is the best watch there is. It's the only watch Peary would carry to the Pole. It's the only watch that stands up on an aeroplane—the Wright brothers carry it."

And to persuade the advertising man, he repeated other facts about this timepiece. Every one of his facts had manifestly come out of the Howard advertising, because he couldn't have got them elsewhere. Finally, to cunch the thing, he took a fine Howard out of his pocket, to show what a good watch it was, and it developed that he had purchased it some months after the first advertising appeared. Yet he insisted that the advertising was poor, and that he didn't read it, and that it hadn't influenced him. He was a typical consumer in more ways than one.

At a recent meeting of the New England Iron and Hardware Association, held in Boston, it was stated by the speaker of the evening—Joseph Smith—that the visions of Boston 1915 will not materialize in golden results until the services of Col. Roosevelt are drafted as boss booster. Said he:

"Let a representative committee of orators, reformers and uplifters, headed by Brig.-Gen. Guild, proceed to sea at once, armed with megaphones and hail every liner on the western ocean with the simple query: 'Has anybody here seen Teddy?' and when an affirmative answer is received, let them tow the great man to Boston and put him on the job. Then will the glorious visions of 1915 materialize in golden results, and only then."

LADIES' HOME JOURNAL TO BE A SEMI-MONTHLY.

BEGINNING SEPTEMBER FIRST, THERE WILL BE TWENTY-FOUR ISSUES A YEAR—OLD SUBSCRIPTION RATE TO CONTINUE—NEW ISSUE PRIMARILY FOR FASHIONS.

An announcement of moment in the publishing world is that made within the week by the Curtis Publishing Company. Commencing with September 1st, the *Ladies' Home Journal* will be issued twice a month, the issues appearing on the first day and the nineteenth day of each month.

This change has been contemplated for some time. It is the result of the unusual growth and development of the *Journal* and the unusual demands made upon its columns.

It has long been the ambition of the editors to enlarge the scope of the fashion department. The issue of September 15th will be devoted primarily to fashions.

The subscription price for the 24 issues will be the same as heretofore for the 12 issues, viz., \$1.50 a year. The new issues will be sold the same as usual on the news-stands, but at 10 cents as compared with 15 under the past plan. The advertising rate will be \$5 per agate line at the outset for the issue appearing on the 15th of the month and \$7 for the issue on the 1st of the month.

The following announcement is made by the Curtis Company in this connection: "Hitherto, in our desire to meet the wishes of our reading public for an expansion of the magazine in its various departments, we have been handicapped by the mechanical limitations in the size of the publication which it is possible for us to send out, or for our readers to handle. By issuing fortnightly instead of monthly we shall be enabled to make all our departments larger and more valuable, and especially afford our fashion department the room which its growth requires and which its success with American women has made inevitable."

Little Stories of Advertising Success

No. 8.—Direct Results despite Round-about Conditions

You wouldn't think hosiery dye would permit very profitable advertising, would you?

Such a round-about process—from the dyer to the knitter to the jobber to the merchant to the public.

But over in Saxony as long ago as twenty years, a great dyer saw a great light, looking toward the development of his American trade.

What he saw was the dominant power of the American merchant if he could be taught to demand hosiery that was dyed

So the campaign began the R.N.A. way, thoughtfully and carefully uniting all the interests concerned to the one great purpose of merchandize improvement.

It has gone on and onward to this day, until the name of this dyer is a national guarantee of dye dependability, and by reason of its prestige is directly responsible for the American share of a business that dyes 10,000,000 dozen pairs of stockings annually.

Let us refer you to this advertiser,—ask him if we tell the truth when we say:—

"R. N. A. results, per dollar invested, are without parallel in advertising records"

What he saw was the dominant power of the American merchant if he could be taught to demand honesty that was dyed

Let us refer you to this advertiser,—ask him if we tell the truth when we say:—

"R. N. A. results, per dollar invested, are without parallel in advertising records"

Write for our "LITTLE STORIES" Booklet—an inspiration to every manufacturer and wholesaler who wants his advertising appropriation to earn more.



The Root Newspaper Association

INCLUDES:—

Dry Goods Economist	New York	Boot and Shoe Recorder	Boston
Dry Goods Reporter	Chicago	Twin City Commercial Bulletin..	Minneapolis-St. Paul
The Milliner	Chicago	The Hardware Trade	Minneapolis-St. Paul
Drygoodsman	St. Louis	Cleveland Trade Bulletin	Cleveland
Shoe and Leather Gazette	St. Louis	Pacific Coast Merchant	San Francisco

Address Nearest Office.

TRADE PSYCHOLOGY AND THE ELECTRIC SIGN.

HEATHERBLOOM SIGN AT TIMES SQUARE INTENDED TO INFLUENCE BUYERS—THE C-B CORSET SIGN—SOME ESTIMATES OF COST—FAMOUS CIRCUS ADVERTISES.

Some curious trade psychology is behind many New York City electric signs, especially in particular parts of the city. Take the now famous Heatherbloom sign, at the corner of Forty-second street and Seventh avenue, for instance. It is the self-acknowledged purpose of the Heatherbloom people that with this ad they are not after the ordinary man or woman in the street so much as a comparatively limited coterie of professional drygoods buyers, mostly from out of town. The latter invariably attend the performances at Hammerstein's Victoria Theatre, which is on the opposite corner from the sign, whenever they are in the city. It is not so much the vaudeville acts they want to see as their business acquaintances. They hang around two or three nights at the same show, these Potashes and Perlmutterers, and when they spot their quarry they saunter up with the loveliest display of innocence and surprise—and proceed to business. Hammerstein's is, during the buying seasons, literally blocked at the doors and on the pavement with buyers watching for their man or making profitable acquaintances.

One of the most interesting of the signs in this vicinity is that of the C/B Corset. First there appears a sprightly young woman made entirely of electric lights. She stands out boldly against the night, at the spot where late a Trimble Whiskey sign has been wont to create thirsts by the thousand, which only the nearby gilded palaces could satiate properly. The electric-light young woman wears a natty gown and a bewitching hat with a red feather, and she has a graceful electric charm all her own.

But, presto! There is a decided change—and—shocking!—the hat

has disappeared; likewise the gown. The young woman is standing, with brazen indifference, as if in her private boudoir, her corset and other unmentionables plainly in sight!

Then, quick as a wink, there is a change, and—there is Miss Longacre's pair of corsets all alone, bright and clear in white lights, with red hose supporters attached.

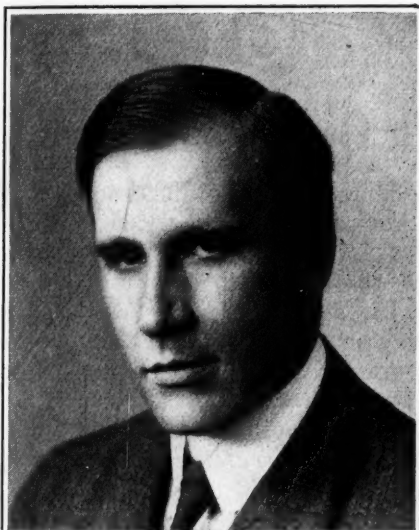
Prices for such signs are interesting. The C/B Corset space has been quoted at \$1,500 a month. The sign space on top of the building across the square from the Hotel Astor, which was recently taken by Runkel's Cocoa and more lately by Barnum's Circus, is likewise considered extremely desirable, and has been quoted at \$1,000 a month. It is probable that the Heatherbloom



SOME NEW ELECTRIC SIGNS.

space brings a like or better figure. The space across from the Hotel Knickerbocker, which has been taken by Burke's Stout, has been said to sell at \$400 a month. The space just north of the Astor, which has been taken by Haig & Haig Scot's Whiskey, is said to be worth \$1,200 a month. There is a Spearmint Chewing Gum sign at about Fiftieth street and Broadway, and another at Thirty-fourth street and Broadway, each of which is said to be valued at \$1,000 a month. Whether these figures are exact or not, the fact remains that easily \$2,000,000 a year is spent in this vicinity of New York on such sign spaces.

At a time when the entire canning business is depressed comes news of an interstate Canning Company, with \$2,000,000 capital, combining thirty canning plants. F. C. Wheeler, Jr., of Chicago, has been elected president and a Chicago office has been opened.



With "Hampton's"

One of the very good reasons why I am with "Hampton's" is that it is putting on circulation faster than any other monthly magazine.

This proves to me that the literary foundation upon which "Hampton's" is building circulation is the bed-rock of what the right people want.

25,000 increase per month in circulation is convincing evidence that "Hampton's" is able to render enormously valuable service to Advertisers, because it is *always* magazines with *increasing* circulation which secure *maximum* results for Advertisers.

At the earliest opportunity, let's get "Hampton's" on the table between us and talk it over.

F. W. Thurnau

F. W. THURNAU,
Western Advertising Manager,
Hartford Building, Chicago, Ill.

Manager of Advertising,
66 West 35th Street, New York



Both Quality and Quantity.

Out of about 22,000 publications in the United States, the famous gold-marks are awarded by PRINTERS' INK to only 122. Everybody knows the high *quality* which they indicate,—but go over the list, and see how generally the journals to which they have been awarded are mediums of comparatively *small circulation*. They have quality but not *quantity*.

The conspicuous exception, the gold-mark medium of *large circulation* also, is the

Farm Journal

with a guaranteed circulation of OVER 750,000. It is growing steadily, as it has grown for thirty-three years. Most of its subscribers have paid for FIVE TO TEN YEARS IN ADVANCE; and its new subscribers buy freely goods advertised in its columns, because they and their fathers and grandfathers have always found they could trust any FARM JOURNAL advertiser.

Quality and quantity together in the same medium are rare and hard to find,—but advertisers must remember that the FARM JOURNAL is



Forms for June close May 5th. Over 750,000 copies, \$3.50 per line.

WILMER-ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

THE MANUFACTURER "ON THE TOBOGGAN."

SOME CONCRETE EXAMPLES OF MANUFACTURERS SUFFERING UNDER THE SCREWS OF THE CONTRACT SYSTEM OF SELLING—THE JOBBER'S TYRANNY—WHAT ADVERTISING TO THE CONSUMER CAN ACCOMPLISH.

By Roy B. Simpson.

Advertising manager, Keller Manufacturing Co., Phila. (makers of "Santo" Vacuum Cleaners).

In all the Eastern industrial centers will be found manufacturing institutions whose product is sold entirely through the jobbing trade. This is notably true of Philadelphia, which is known as one of the greatest manufacturing cities in the world.

Philadelphia produces carpets, rugs, tapestries, woollens, hosiery, underwear, laces, curtains, shoes, clothing, suits and cloaks, hardware—in fact, nearly everything to be found in the modern retail store. Philadelphia-made goods are sold in every town and city in America.

With but few exceptions these long-established institutions continue to do business in the old-fashioned way. They are approached by the representative of a big Chicago selling organization, or maybe by two or three jobbers from New York, Chicago, or St. Louis, who agree to take the entire output of the factory at a fixed price.

"Fine!" thinks the manufacturer. "No selling organization for me to maintain, no advertising campaign—nothing to do but deliver the goods and take the profit."

The plan looks so good the manufacturer falls for it at once. He sees a net profit of seven to twelve per cent year after year. He believes in the salability of his goods and thinks he has a sure thing, but he fails to reckon with the buyability of the concern that distributes his product.

The big distributor, with his immense purchasing power, has built up a sales organization and created a reputation for the goods.

This gives him certain advantages over the manufacturer and he does not hesitate to apply the screws whenever he can.

Let me illustrate with the story of a prominent maker of hardware specialties. His line is widely advertised under three different trade-marks by as many different distributors, who frankly admit that they look to this particular line for their "big profits."

We will hide the identity of this concern under the name of Favorite & Company. When questioned as to the condition of his business Mr. Favorite replied:

"Our production is greater, our costs lower and our profits less than at any time since this concern started in business over fifty years ago. Five years ago our net profits were \$80,000 on sales of a half million. This year, with a modern equipment and a perfect factory organization we will make not more than six per cent on gross sales amounting to nearly a million dollars."

"How do you sell your goods?" was the next question.

"We have four large accounts which take eighty-five per cent of our output. The balance goes to a hundred or so retailers who insist upon selling under our own trade-mark. The four big distributors get the long end of the profits."

To justify his lament Mr. Favorite illustrated the progression of prices on one of his specialties retailing at a dollar:

Cost to make, per doz.....	\$2.50
Price to jobber.....	3.25
Jobber to retailer.....	9.00
Retailer to user.....	12.00

On each article the manufacturer makes 6½c, the jobber 48c and the retailer 25c. The three profits amounting to 79½c on a dollar article must be paid by the user.

Another example was given to show how the distributor trims down the price. A special tool widely used by builders had been made by hand for years, and always two ounces heavier than catalogue specifications because it could not be made lighter by hand work. The distributor made

a strong point of the fact that he gave more weight than agreed.

But the Favorite Company installed a wonderful automatic machine which eliminated the hand work and greatly reduced the cost of production. It also cut out the surplus weight and made the article uniformly better and more desirable in every way. An order of several thousand dozen was made under the improved methods and each tool bore the distributor's trade-mark.

Upon receipt of the shipment the buyer opened and weighed them. They were strictly up to catalogue description yet they were refused because the excess metal had been eliminated. The buyer would accept them, but only at a reduced price and the Favorite Company was forced to yield. The former price has never been restored, thus the distributor makes his profits larger and the maker loses the benefit of the decreased cost of production.

This is not an exceptional case but an instance of shrewd buying that can be multiplied by the thousands. It is a real case.

In presenting the foregoing example there is no intention to discredit the methods of the jobbing trade. Every jobber has his own troubles. There is an expensive organization to maintain. His staples are sold at a very close figure and sometimes at a loss. The specialties carry his business by returning a profit of 200 per cent or more on sales.

The manufacturer who submits to the jobber will, sooner or later, find himself on the chutes to the sea of "business troubles." Nothing can save him but the organization of a modern selling campaign of his own.

The founder of the Favorite Company was actively identified with the hardware trade for twenty-five years. Notwithstanding the fact that his line is sold under other brands than his own every retail dealer knows who makes it. With an adequate sales force, backed up by a reasonable advertising appropriation, this concern should double its profits inside of a year. [77]

A single illustration will suffice to show the possibilities of sales direct to the retail dealer. Let us take the dollar tool already mentioned. On the present basis the retailer's profit is 33 1-3 per cent on the cost. He pays \$9 and sells at \$12. But sell direct to the retailer at \$6 and fix the maximum price to the user at 75c each. Then Mr. Retailer will have a profit of fifty per cent and the user will bless him for saving him 25c on an article that formerly cost a dollar.

The manufacturer, instead of selling at only \$3.25 will get \$6. This extra \$2.75 will do a lot of advertising, hire a big force of salesmen and leave something to swell the dividends. The present output of this one article is nearly 100,000 dozen per year and the line includes a hundred or more other tools that are sold daily in every hardware store in America.

There are scores of other manufacturing institutions to which this story will apply. They must realize that the time is right for a change of plan. The only solution of the problem is the elimination of the middlemen.

The American manufacturer who at this time takes his stand on the side of the people will make his position impregnable. He will be immune against panics and the loss of a few accounts will not hurt him. Within the last year six Philadelphia concerns have cancelled their relations with large distributors and are now marketing their own product. The next in line is Favorite & Co.

The corporation which the writer has the pleasure of serving was for fifteen years operated for the benefit of a single distributor. One year ago the account was withdrawn and the production suddenly stopped. It was then decided to market the line direct from the factory. An attractive selling campaign was launched and a wide distribution obtained through local agents and dealers.

Inside of twelve months under the new plan the sales passed the million-dollar-a-year mark, with an advertising expense of less than \$20,000. Both sales and

profits were twice greater than the company had ever known in any of its fifteen years in business.

Let every manufacturer consider what he would do should he suddenly lose his contracts.

ADVERTISING IN JAMAICA.

SAMUEL E. WEBBER,
Advertising Agent.

PHILADELPHIA, PA., Mar. 18, 1910.

Editor of PRINTERS' INK.

On my recent trip to Jamaica, I had opportunity to study the styles and methods used by the leading merchants to attract trade from the tourists and also from the higher and lower classes of natives. There are three important and well-circulated papers printed in Kingston: *The Gleaner* (daily), *the Times* (weekly), and the *Telegraph* (daily), each carrying a considerable amount of local and foreign advertisements. There are others, yet smaller, circulated papers on the island, such as the *Tribune*, the *Advocate*, the *Falmouth Gazette*, *Catholic Opinion*, *Montego Bay News*, *Jamaica Churchman*, *Cornwall Times*, and several others.

Among foreign advertisers using large space, I noticed: Remington Typewriter Company, Beecham's Pills, Mennen's Talcum Powder, Mellin's Food, Singer Sewing Machine, Lea & Perrin's Sauce, Arthur Peter & Co., of Kentucky, manufacturers of "Vino Tonic"; Winter-smith, Minard's Liniment, Scott's Emulsion, Bovril, Sunlight Soap, Dr. Morse's Indian Root Pills, Frame Food, J. Hopkin, of New York, manufacturer of Oriental Cream; Humphrey's Homeo Medicine Company, International Correspondence Schools, Phosferine, and National Biscuit Company. Most of the advertising that is done in this place is set up in a jumble of small and large types—generally all catch lines and sub-headings.

Booklets and catalogues are productive of results. As these people move slowly in everything they undertake to do, you can easily see that they are not apt to pay much attention to our breezy style of circulars.

American goods are steadily gaining ground throughout the island. There is a motor-car company recently formed called the Jamaica Motor Company, with headquarters at 108 Harbour street, Kingston. This company is a young, yet thriving one, consisting of only native stockholders, and capitalized at \$125,000.

SAMUEL E. WEBBER.

The Buffalo Ad Club was addressed April 16th by Harry Thorp Vars, who gave a description of recent travels through the West Indies, particularly in relation to advertising being done there. At the meeting resolutions were passed upon the death of O. N. Burt, who was the first member of the club to die. The club now has a membership of 137.

That Copy

if aimed at good homes certainly belongs in *The Ladies' World*. It will pay there. The great number of women in *The Ladies' World* group can't be reached any other way. All of them buy for families, and you can persuade them to buy from you.

Now

think of all the good reasons why nearly **600,000 families** should know your story—then send that story to

THE
LADIES' WORLD

July Issue

closes May 12th.
Best proposition of the summer, quality and price considered.

S. H. MOORE CO., Pubs.
New York

ADVENTURES IN ADVERTISING.

"THE MORE WE DO, THE LESS WE KNOW" — FOUR QUALIFICATIONS FOR ADVERTISING MEN — HOW KNAPP-FELT HAT ADVERTISING PAID FOR ITSELF—ADDRESS AT WEST SIDE Y. M. C. A.

By R. A. Holmes.

Advertising manager, Crofut & Knapp Co., New York.

We say, in the hat trade, that the clerk who knows most about hats is usually the man who has been behind the counter about three months, and I believe that the same principle applies in the advertising world. The more we do in advertising the less we believe we know about it. Of late years advertising has changed from being a gold brick dispensary to an earnest profession. I like the story that was told about Edison, that when he returned from his first trip abroad he was met at the pier by the reporters, to whom he commented upon the vast waste of power going on every day in the ocean. I believe that it is much the same in advertising.

Think of the immense number of "foot-pounds" going to waste in the advertising world every day among the hot-air artists. You have heard of the story of the chameleon which, when placed on a green cloth turned green, and on a red cloth turned red, but when it was put on a Scotch plaid it burst with its efforts. I believe that a good many of our advertising critics overdo themselves in much the same way.

To my mind there are four qualifications which an advertising man must have. These are honesty, horse sense, imagination and the sense of rhythm. The economical, as well as the moral value, of honesty has been brought out many times. By horse sense I mean the ability to appreciate that two potatoes and two apples can't be made equal to four peaches. Horse sense strips advertising of its frills, fads and frippery. It does away with the criticiser who is always cock sure of what he says. Imagination, I believe, is

one of the greatest of all God's gifts to man. Without it man is a ditch digger; with it a prophet and a seer. The sense of rhythm I take to be far from the least important of the four qualities. It is just as necessary to the prose of an advertisement as it is to poetry that it should have a swing which will carry the reader along with it.

There is a tremendous power in the hands of a well equipped advertising man. It is true that you can lead a horse to water, but you can't make him drink; but it is likewise true that you can make him thirsty while you are leading him, and that is the kind of a task which an advertising man has.

The Crofut & Knapp Co. was begun way back in 1856, although it did not advertise until comparatively recently. Six years ago the C. & K. and Knapp-felt Hats had a world-wide distribution, but the business was not growing as it should. The dealers knew the hats, but the consumers did not. That was when advertising was turned to. The first year we used only one medium, viz., the *Saturday Evening Post*, it being believed that it was better to make one good showing, rather than to spread the money thinly over a number of mediums. Within a week after the appearance of the first ad a Minneapolis dealer doubled his order on the strength of it.

I never try out a publication for a few issues. If I cannot use a medium for at least a year I don't use it at all. Within the six years our concern had used advertising it has doubled its business; it has been able to offer one per cent less cash discount; to do away with its former practice of dating its bills ahead; and to abolish some of its former lower grade products. I believe you could not get a better example of where advertising has paid for itself in the reduction of overhead charges.

I have enjoyed being a match-maker between the man, Good, and the girl, Addie. Their children have been Connie and her little

brother. By Good, I mean Good Merchandise; by Addie, Adequate Publicity; by Connie, Confidence and the little brother has been Success.

Our house organ, *The Hatman*, was started nine years ago on an original appropriation for the first issue of \$100. It has now a circulation of 12,000, reaching every civilized country. I could give many instances where it had led to direct orders. One great advantage in such a house organ is the way in which the trade papers delight in quoting from it.

The C. & K. policy has never been to grant exclusive agencies. In most cases where such exclusive agencies had been granted, they had resulted in trouble. Our company has found, in cases of price cutting, that a proper appeal to the erring dealers' sense of justice has been sufficient to rectify matters.

ORANGE JUDD GAVE FAREWELL BANQUET TO MYRICK.

On the evening of April 28th, seventy employees of the Phelps Publishing Company and of the Orange Judd Company, tendered Herbert Myrick, president of both organizations, a "bon voyage" farewell banquet at the Country Club, Springfield, Mass. Mr. Myrick sails May 4th on the *Canopic*, of the White Star Line, for a two-months' trip through Europe.

A number of the foreign representatives of the two companies were present at the banquet. Mr. Myrick in a speech described how, as a boy, he used to write for one of the papers he now owns, the *New England Homestead*. For his articles, he explained, he used to receive the princely sum of \$1 a week.

During Mr. Myrick's absence W. A. Whitney will act as general manager in his stead.

Ray E. Hallock, advertising manager of *Every Woman's*, has, in addition to his present duties, taken entire charge of the editorial and advertising of *Paris Modes*, with new headquarters at 36 West Twenty-fourth street. Mr. Hallock believes in thorough co-operation between the editorial and advertising department, and thinks that the best way in which to accomplish this is to take charge of both departments himself.

Announcement is made that Jesse Seligman, son of Albert J. Seligman, of Seligman & Meyer, bankers, New York, has bought an interest in the Foster Debevoise Agency. Mr. Seligman will participate actively in the work of the agency.



Richmond, Va.

The local merchants of Richmond are thoroughly wide-awake and up to date.

When the RICHMOND EVENING JOURNAL made good they gave it their support.

With the quick realization that they were profiting from their newspaper advertising as never before, they hit it up harder.

Where? In the RICHMOND EVENING JOURNAL.

When? Right away, not with a promise to "see about it when I make up my list next year," but usually that very week.

Why? Because Richmond is their whole field. They cannot afford to make a mistake, nor continue one.

What's the result? The RICHMOND EVENING JOURNAL leads every other Richmond newspaper in local advertising by a wide margin.

How about the general advertiser? Well, he has been much slower about it. Richmond is only one city of many with him. He often acts as if he can afford to make a mistake.

BUT HE CAN'T.

The circulation of the RICHMOND EVENING JOURNAL is now over 18,000 copies daily.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

THE PASSING OF THE EXCLUSIVE AGENCY.

MOVEMENT ALREADY EVIDENT—COLLARS, SOAP, ETC., HAVE EVOLVED FROM THE EXCLUSIVE AGENCY—CLOTHING, ETC., FOUND TO DO SAME—THE RETAILER'S POSITION.

By Frank H. Holman.

The exclusive selling agency is a relic of the time when advertising was a small factor in merchandising—the time when the dealer was a big factor in merchandising.

To-day manufacturers in a good many lines, notably shoes, clothing, pianos, hats, hosiery, office furniture and phonographs sell through exclusive agents. In the average town they will have one dealer.

This policy is regarded as a sort of a matter-of-course policy. It has been customary and is blandly regarded as an inevitable future custom.

Suggest to one of these manufacturers that soap should be sold through exclusive agencies, and he'd say "No." But it is not a great many years since soap was sold on this plan. A retailer on one corner would decline to handle the brand of soap handled by the retailer on the opposite corner. The manufacturer who sold both retailers would have to supply a different brand to each one.

The retailer was the selling factor. To enlist his co-operation this exclusive agency plan was necessary.

Advertising cleaned out this condition. It established a demand for a few brands. It became more desirable for the dealer to handle the advertised brand with a general distribution, than to handle the special brand sold only through his own store. Collars went through the same history. To-day a general distribution on a collar is a matter of course. A few years back it was no more a matter of course than would be a general distribution on shoes under to-day's conditions.

In the clothing field the exclusive agency plan is by degrees losing ground. Hart, Schaffner & Marx sell to several dealers in the

larger cities. There is no reason why they shouldn't have a fairly widespread distribution in those cities. In time doubtless they will have.

The exclusive agency plan is a confession of advertising weakness. It indicates that the dealer's endorsement must be bought. It indicates that the consumer's real good will is not yet secured. The manufacturer who is encouraging the exclusive agency plan is also encouraging the chain store plan. He is inviting the condition he should dread most.

The exclusive agency plan is a real result from this: An advertiser goes into the magazines. His advertising in any one town is not very strong. So to get the dealer to co-operate with him in a town he offers him a bait. The bait is the exclusive agency. He can hardly expect to command anything but exclusive agency representation so long as his advertising is so thin-spread. If he wants a general distribution in town he needs general advertising in town, something more intense and more forceful than the magazine advertising that happens to fall into that market.

The manufacturer who appoints an exclusive agent generally does so with the understanding that the exclusive agent shall locally advertise his brand. Retailers are becoming more and more timid about doing this. They have learned by experience that an exclusive agency representation carries with it no assurance of permanent representation. After they have tied themselves up with one brand they realize that when they lose that brand they will lose a large share of the money they have been putting into advertising it.

So manufacturers are finding it more and more difficult to get their exclusive representatives to advertise for them locally. A common condition is this: Every year tons of posters and car cards and cuts are sent to exclusive agents, presumably for use. By degrees the manufacturer is learning that a very large share of this material never sees the light of day.

The street car people frequently come into contact with manufacturers who say they are shipping cards to various points. On investigation it has developed that these car cards were never put into the retailer's space. The dealer has preferred to advertise his own line in the space rather than any one brand he is handling. The same applies with posters and with cuts for newspaper work.

It is almost essential to this exclusive agency plan that the retailer shall do local advertising. Without the dealer's local advertising, people who have been interested by the manufacturer's general advertising won't know where to buy the brand. So when the dealer fails to co-operate by advertising locally, a high percentage of the general advertising goes to waste. It goes to people who don't know where to buy the brand.

It is consequently rapidly coming about that manufacturers are dropping the exclusive agency

idea and backing up their general advertising with local work in newspapers, street cars, and posters. Many are past relying on the initiative of a single dealer in an important market and on making only long distance efforts upon consumers.

A Chicago retailer was selling about 12,000 pieces a year of an important trade-marked article, and the manufacturer had honestly come to believe that this was the best he could do in Chicago—until a try-out campaign with four dealers selling opened their eyes widely. Now they have 200 dealers selling the goods in Chicago.

The exclusive agency is an obstacle in the way of *more business*, and for this reason it is bound to go.

M. L. Chizzola, formerly with the *New York Times*, and the Hearst organization, has joined Paul Block, Inc., at the Chicago office. The same is true of C. H. Howse, who formerly was connected with the Western office of the *Circle Magazine*.

THE GEORGE L. DYER COMPANY

42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency
Philadelphia and New York

Newspaper, Magazine, Street Car
and Bill-board Advertising
Business Literature
Publicity and Merchandising Counsel

THE VAN CAMP "ANNA-BELLE LETTER" CAR CARDS.

HANDWRITING AND THE STORY ELEMENT IN A CAR-CARD SERIES WHICH HAS ATTRACTED ATTENTION—HUMOR PREDOMINANT.

For some time previous to February, the Van Camp officials, as well as their advertising agents, had been cudgelling their heads to find some original and startling way in which to impress their products upon the public. Up until that time no attempt had ever been made, in any kind of advertising, to put out Van Camp copy in which some illustration of the goods or, at least, the name. "Van Camp," and plenty of reason-why argument did not prominently appear. How revolutionary is the change to the "Anna-Belle Letters" copy, now running in street cars, may be appreciated when it is learned that the latter contains not a vestige of an illustration, that it is in facsimile penmanship—and not excellent penmanship, either—and that the words "Van Camp's Beans," wherever they appear, are given no special prominence. They are not even underlined.

The evolution of the copy came about in a rather unexpected way, in a conference between Mr. Willets and Mr. Ivy, of the New York City Car Advertising Company. The following series resulted:

DEAR ANNA:

It's settled in my mind that men don't know *Beans*. I told Dick to bring home a can of Van Camp's Beans, and he let the grocer give him some other kind.

BELLE.

P. S.—I made him take them back.

DEAR ANNA:

Husbands are like mules—feed them well, and you can leave the gate open. There are no affinities on my horizon.

BELLE.

P. S.—I use Van Camp's Beans.

DEAR ANNA:

Don't argue with a grouchy husband—feed him. I got a fur coat out of a can of Van Camp's Beans that way.

BELLE.

DEAR ANNA:

I think the divorce question is a question of housekeeping. What a clever woman cannot do with a can

of Van Camp's Beans and a man needs no Court's assistance.

BELLE.

DEAR ANNA:

Dick paid me a great compliment. He said "You never keep me waiting for dinner." He don't know what we know—that Van Camp's Beans are ready when you are.

BELLE.

DEAR ANNA:

After all, Baked Beans are like Paris hats: it takes a woman to appreciate the difference between them.

BELLE.

P. S.—I use Van Camp's Beans.

DEAR ANNA:

I sprung a new one on Dick last night—a cold Bean salad—just a can of Van Camp's Beans and a head of lettuce.

BELLE.

P. S.—It made a hit.

It has been said, in criticism, that the "hand" is certainly not feminine, but distinctively mascu-

Dear Anna -
After all *Belle's Beans* are *hot*
Now *hot*, I even a woman to
appreciate the difference between them
P.S. I use Van Camp's Beans
Belle

Dear Anna -
Don't argue with a grouchy
husband - feed him I got a fur
coat out of a can of Van Camp's
Beans that way
Belle

THE ETERNAL APPEAL OF THE INTIMATELY PERSONAL.

line. But certainly the prevalence of postscripts adds a feminine touch.

Says General Manager J. H. Kampf, of the Van Camp Company: "The thing I like especially about these cards is that they are plain 'home talk.' I think that the mistake has been made in most canned beans ads, and in ours as well as others, of arguing over the heads of the class of consumers we are after. People with lots of money, who live on Fifth Avenue, are not at all likely to buy canned beans. It is the great middle class we are after—those who are neither rich nor poor. I believe this conversational style 'reaches' them."

Advertising Mediums 20 Years Ago Were Few Compared With Today

¶ Such a list as Century, Scribner's, Cosmopolitan, Good Housekeeping, Ladies' Home Journal, Youth's Companion, Delineator and a dozen or so agricultural and religious publications were considered a very broad and comprehensive campaign of advertising.

¶ This was the list used 20 years ago by the makers of "1847 ROGERS BROS."—then as now, one of the most widely exploited trade marks.

¶ Since that time few issues have been skipped. In fact, during the past 10 years practically none of these publications, as well as a score of others, have appeared without carrying an advertisement for "1847 ROGERS BROS." ware..

¶ Do you recall another advertised product with a similar record?

¶ Does not this explain why ours is the largest silver business in the world?

In 1847
the canal across
the Isthmus of
Panama was in
contemplation.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)
MERIDEN, CONN.

WHAT HAS BEEN PROVED BY NATIONAL CASKET ADVERTISING.

THE PUBLIC REVULSION PREDICTED
HAS NOT HAPPENED—BIG TRADE
STORM, BUT UNMISTAKABLE RE-
SULTS—TYPICAL INSTANCES.

By *Herbert L. Stein,*

Advertising Manager, National Casket
Company.

It is over a year now since the National Casket Company embarked in the standard magazines for an educational campaign upon the public, and in that time a number of things have happened. Also a great many things have happened not.

The things that have not happened are those dire calamities we were told would inevitably overtake us if we ventured to advertise. And the things that have happened are those results we sought, the fruits of favorable interest, which, we were long assured, a protesting public would never yield up. We were told that by advertising we would sow the wind and reap the whirlwind; but we have reaped instead increasing winds of trade.

With the first gun of the campaign, competitors of the National came out with broadsides in the trade papers, warning the undertaker that this was but the first step. The next would be the entrance of the National into the retail field, and the obliteration of the individual undertaker. The National through all the stress and storm kept cool. It was pointed out to the undertaker that in trade-marking its product and advertising it to the general public it was following the modern business custom, that it had absolutely no intentions or desires to enter into retail undertaking, that it would be easier for the small manufacturers with little to lose to do so than for a large corporation with an established business. Every magazine advertisement has borne the legend "We sell only through funeral directors."

The house organ, *The National Monthly*, has been a pow-

erful factor in explaining the merits of the advertising to our customers. The result of it all has been that the National has greatly strengthened its position with the trade, because it is bringing results in the way of better sales to those selling National goods.

This brings us to the equally important phase of our advertising, the attitude and actions of the public. While we expected some straws would blow in indicative of exceptions on the part of a few members of the public, these utterly failed to materialize. Of course, extreme caution and delicacy were exercised in the initial advertisements. After these preliminary advertisements, came illustrated ones. The finest products of the casketmaker's art—amazing they are to the average man in their beauty, tastefulness and dignity of design—have been pictured.

A letter was recently addressed to the publishers of magazines in which the advertisements had appeared, asking if any complaint had been lodged against them. Just one single, solitary reader of the millions had protested. A typical reply is that of Mr. W. S. Bird, of the *Review of Reviews*. He writes as follows:

"I find, upon investigation here in the office, that no comment has ever been received with reference to the advertising of the National Casket Company.

"This is, indeed, remarkable, not on account of the advertising, but from the fact that we seem to have a great many subscribers who feel a sort of paternal interest in the *Review of Reviews*. They evidently follow both our text and advertising pages closely, and at one time or another we have letters about most of the advertising published.

"This fact proves very conclusively to me that they have no objection to such advertising. Otherwise our many censors would have written us long before this."

While it is almost impossible to gauge the full results of the advertising thus far, nevertheless so many direct returns have made themselves apparent that there can be no doubt that people at large are interested, and interested deeply in the publicity.

Here are some typical instances: A death occurred in a

family traveling through New Mexico. They alighted at Albuquerque, and the first question asked of the undertaker was "Do you furnish National Caskets?"

A request was received from a gentleman in So. Omaha, Nebraska, asking for information with reference to the Parthenon Casket which had been featured in our advertising. He stated that he was preparing his will, and that he wished to specify the Parthenon.

A pastor in a Pennsylvania city asked for our booklet the "National Bronze," and at the same time asked for twenty-five more copies to distribute among wealthy citizens of his city.

And so on through a long list of cases reported by branches and by enthusiastic funeral directors. They have come and are coming increasingly with every mail.

The sale of the National Bronze Casket, which has been given great prominence in our advertising, has greatly increased, largely attributable to the publicity given it.

In brief, our magazine advertising has opened up the eyes of the public to the tremendous strides made in burial methods during the past quarter century.

THE WAR ON FRAUDULENT ADVERTISING.

GEO. J. BIRKEL COMPANY.

LOS ANGELES, CAL., April 1, 1910.

Editor of PRINTERS' INK:

We received a short time ago a copy of PRINTERS' INK, also a request for a subscription, which we very gladly concede.

We have read with much interest Lewis H. Clement's article on fraudulent advertising, and indorse every word contained therein. Our house has never in the history of its business been connected with any coupon scheme or advertising contests. We also do not hesitate to place ourselves on record that we would never employ a salesman who has been connected with such an advertising scheme.

GEORGE J. BIRKEL,
President.

The Beers Advertising Agency, Havana, is handling the Cuban campaign of R. H. Macy & Co., and for Hopkins Oriental Cream.

Homes Intelligence and Money

¶ I do not think there can be any question that men and women who buy good books and fine pictures have homes, that they are intelligent, and that they have money to spend.

¶ Homes, intelligence, comfortable incomes — these then are the characteristics to be expected in Collier's subscribers as a result of the Collier plan; for the Collier plan, as you know, is to combine the standard book and art print products of its immense plant with the Weekly, instead of giving a cash discount for yearly subscriptions.

¶ Any advertiser eligible to use Collier's may have a complete analysis showing the occupations of Collier's half-million home subscribers, and judge for himself their intelligence and buying power.

T. B. Patterson.
Manager Advertising Dept.

Collier's

THE NATIONAL WEEKLY

THE MANHEIM HOSIERY PLAN OF PAYING FOR RETAIL ADS.

EXPENDITURE ADJUSTED TO RETAILER'S SUCCESS IN SELLING—TRADE PAPERS AND GENERAL MEDIUM USED—A NEW SLANT TO THE GUARANTEE PLAN.

Having piqued the mind of the dealer with a novel argument about guarantees, his response is being sought by the Manheim Hosiery Co., with a most interesting proposition to pay for local advertising. This advertising will be paid for, however, on condition that the dealer will stock up with the socks and make sales aggressively. The plan is worked in detail in this way:

The advertising agency works out with circulars and form letters a comprehensive list of clothing dealers in moderate-sized towns of New York, Pennsylvania and the other States west to the Mississippi. The circulars picture the advertising being done in the national mediums, and carry the promises of the manufacturer to pay for the local advertising in these words: "When the dealer orders the goods we insert the ads in his local papers, and we continue to advertise as long as he buys, the amount of advertising he receives being governed wholly by the amount of his orders. We keep *pulling* just as long as he keeps *pushing*." Thus the measure of the local advertising is in direct proportion to the sales produced by the dealers. As the advertising manager of a local paper is tipped off to the situation by a letter from the Manheim advertising office, it is conceivable that, anxious as he is to secure business for his paper, he will drop into the Manheim dealer's store some day, and ask him casually when he "will be ready to do a little advertising of Manheim."

This approach from his home territory has, it is reported, not been without results in gingering the dealer up to increased selling activity. Another advantage of this manner of newspaper advertising is that the local campaigns are self-supporting.

The present Manheim sock campaign, which began in March, for the spring and summer trade, was preceded by one last year. Then, however, the sock was exploited for its cheapness. Results were not eminently satisfactory. Mr. Igou, of the Sternberg Agency, said that the manufacturer was induced to better the quality of the sock, in order that he might enter the list of advertisers this year, with a guaranteed clause in the copy.

While it is primarily the intention to sell the Manheim hose through dealers, orders are filled by mail, if they come from places where the sock is not in stock.

Hosiery carries off the palm for being the most guaranteed thing in the advertising pages. Indeed, so widely and universally guaranteed is hosiery nowadays that there have been recessions from prices asked for such

guaranteed goods. The guarantee does not command such a premium as it once did.

The Manheim Hosiery Mills, in a vigorous attempt to command the attention of the trade and the consumer for their new sock, are saying in their copy that they are putting out the "only hose not 'queered' by the guarantee." Why not "queered?" "Because the Manheim Mendless Hose is sold to the public, with a reliance upon its label alone; it doesn't need a guarantee." But just to show that the makers are ready to back their label to the limit they will throw in a guarantee for six months, *free*." The Manheim Mills have drawn the issue squarely with the other advertisers of guaranteed hosiery on the charge that the



GOOD LAYOUT
FOR SMALL AD.

The advertising is being placed through the H. Sumner Sternberg Agency, New York. In the "Manheim News," a four-sheet



A goodly share of attention is paid to the trade advertising, and the campaign, which has but a limited appropriation behind it. Consumer copy is appearing in the *Saturday Evening Post* and the *People's Home Journal*, recently consolidated with *Good Literature*. The trade is reached through *Men's Wear*, *Apparel Gazette*, *Haberdasher*, and *Clothier & Furnisher*.



SATURDAY GLOBE

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

GET
THIS
BOOK

"Nothing like in t

There is one and ONLY one newspaper in America — independent in politics and religion — which accepts no medical, speculative, financial or questionable advertising of any description — that newspaper is

THE WO N A T I O D A I L

A newspaper with such stringent copy rules *must* enjoy implicit confidence and unique prestige in the 327,000 homes it enters every day—and what's more—IT DOES!

The immensity of its circulation, 327,000, paid and proven—guarantees its merits as a newspaper and proves the excuse for its existence.

Advertisers—whether selling *direct* to the consumer or *through* the dealers are daily awakening to the fact that its advertising INFLUENCE is a KNOWN QUANTITY.

Their returns CONFIRM ITS POWERFUL STRENGTH in the small towns and rural districts.

Chicago Office
First National Bank Building

The Lewis Pub

CAL. J. McCARTER Advertising

UNIVERSITY CITY

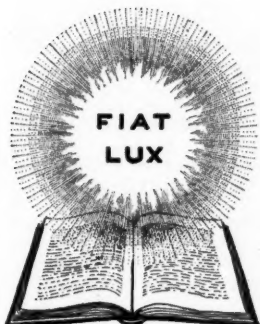
70% of the
population
govern
country
edge of
esting a

We
prop
thos
deal

like it
in the

World"

THE WOMAN'S TIONAL AILY



A REVELATION

70% of these 327,834 homes receive their mail from Post Offices of 3,000 population or less. The manufacturer who appreciates from his own or government statistics that the biggest proportion of the wealth of this country is not in the vast metropolitan districts—will enhance his knowledge of his SALES POSSIBILITIES by securing early a copy of an interesting and enlightening book, "NOTHING LIKE IT IN THE WORLD."

Sent FREE to all advertisers.

We believe we have a most interesting proposition for advertisers—particularly those who distribute their product through dealers.

Write for information and proof to

Wiley Publishing Co.

Advertising Manager

ST. LOUIS, MO.

New York Office
Flatiron Building

EAST AND WEST UNITE TO HONOR BALMER.

BIG "WELCOME HOME" DINNER GIVEN TO "GRAND OLD MAN" OF THE ADVERTISING BUSINESS—SPEECHES BY THAYER, FROTHINGHAM, BLACK, MAHIN AND OTHERS—150 PRESENT.

The "welcome home" dinner tendered Thomas Balmer in Chicago, April 30th, by the advertising men of the West on the occasion of Mr. Balmer's return from Europe, was a singular demonstration of affection for the man, and esteem for his work in the development of advertising. While the "Advertising Men of the West" were nominally the hosts, the advertising men of the East and, indeed, of the whole country, gravitated to Chicago to honor the occasion. There were 150 present.

The toastmaster of the dinner, held in the rooms of the Middy Club, was Wilbur D. Nesbit, who confessed himself to be a literary man with a hankering, and some minor talents for advertising.

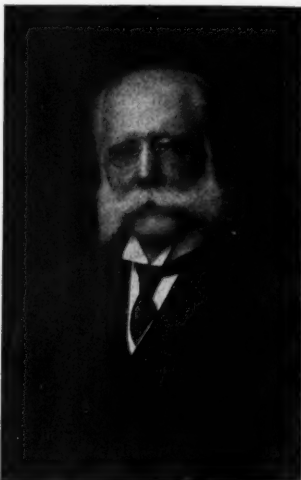
After being introduced by Charles H. Stoddard, Mr. Nesbit said that advertising had been done according to the Balmer method from the very beginning, as witness the eighth verse of the first chapter of Genesis.

After a funny story or two, the toastmaster introduced Robert Frothingham of *Everybody's* magazine. From the viewpoint of formal oratory Mr. Frothingham's was the most brilliant address of the evening; in five minutes he delivered himself of a speech of appreciation of Mr. Balmer which keyed the diners up to a concert pitch. Mr. Frothingham recalled the time when, not long ago, he went to become advertising director of the Butterick publications and found himself surrounded by the atmosphere of one man's great influence—Thomas Balmer. "His memories there were a benediction," said Mr. Frothingham.

"The spiritual influence which he left behind there helped and

encouraged me. Now at this dinner I do not come to measure the works of Thomas Balmer; he needs no town-crier; we all come rather to lay a tribute of brotherly love before him.

"Every successful man must have his vision—he must paint his pictures of what he means to do. Mr. Balmer had his vision—he painted his pictures, and toward his ideals he pressed on; whatever mistakes he may have made, let us say to-night that he



THOMAS BALMER.

was always true to himself. While Mr. Balmer was a law unto himself, he never failed to regard the personality of the other man in his work. What has Mr. Balmer done? He has lent a helping hand. *He has impressed himself on the advertising business as no other man has ever done.* Our Mr. Balmer is advertising; he doesn't know how to be *not* advertising. Every day I keep before me the responsibility I have in living up to my sponsor—Thomas Balmer procured the first responsible position I had."

Mr. Nesbit, in introducing the next speaker, John Lee Mahin, referred to him as an old friend of

Mr. Balmer's who has been as close to Mr. Balmer as has any advertising man. Mr. Mahin recalled some incidents which served to throw a light on the ways and the methods of Mr. Balmer in the height of his period of activity. He then went on to say that, in his estimation, Mr. Balmer embodied, to a remarkable degree, the spirit of the salesman stronger than any other man he knows, or ever met. He was and is the creative type of salesman; advertising gained in value by passing through his hands. Mr. Balmer was the wisest buyer of space in America.

The short address of Paul E. Faust, of Lord & Thomas, was similarly a recollection of old associations. Mr. Faust reminded his hearers that Mr. Balmer always went deeply into the economics of advertising.

One of these young men was caught unawares, with no speech prepared. But William H. Black, now of *Hampton's*, and formerly of *Butterick's*, condensed in half a dozen sentences a heart appreciation of Mr. Balmer that, it is safe to say, will remain with his hearers as a model of expression of one man's love and regard for the master who had shaped careers.

Affection and respect marked every speech of the evening. Mr. Stanton, of the Century Company, said he felt safe in saying that Mr. Balmer would show that he has not retired from the advertising business. Prof. W. D. Scott, of Northwestern University, whose work upon the psychology of advertising has made him well known, referred to a previous comparison made during the evening, and set the characteristics of Theodore Roosevelt alongside those of Balmer. In the opinion of Prof. Scott, Mr. Balmer has been one of the greatest masters of practical psychology who has ever lived in this country.

John Adams Thayer spoke in part as follows:

"To Mr. Balmer, more than any one man, is due the credit of lifting the advertising business to the high plane it now occupies. Bringing to his work a long experience

gained in other walks of life, he suggested ideas which, in some cases, seemed Napoleonic, but which we know as standard policies to-day. Realizing that truly scientific advertising must base itself on psychology, he set at work to analyze business failures, and conclusively proved, among other things, that the advertiser who buys small space pays dearest. Again, scrupulous of the ethics of his profession, he originated the contract plan between the agent and publisher which makes it obligatory for the former to retain the publisher's full commission and gives rebates to no one. These instances indicate the remarkable calibre of the man, who, becoming the first western representative of an eastern publication, ever carried out the policies of his home office with unflinching loyalty and a firm hand."

Others who added their note of tribute were William H. Rankin, vice-president of the Mahin Agency; William C. Free, of sewing machine fame; Stanley Cleague, of the Cleague, Painter & Jones Agency; Herbert Ashbrook, of the Glidden Varnish Company; J. C. Reid, vice-president of the Corno Mills Company of St. Louis, and Henry Wilson, of the *Cosmopolitan*.

It was left to F. H. Ralsten, western manager of the Butterick Publishing Company, to give to Mr. Balmer a tangible sign of the regard of his associates in advertising. Mr. Ralsten began his address with a warm and glowing eulogy of Mr. Balmer's traits and of what he had done for the young man of two generations. He then presented Mr. Balmer with a grandfather's clock, as a gift from those present.

Mr. Balmer was the last of the evening to speak, with the exception of Mr. Ralsten. He prefaced his set remarks with an expression of his warm and loving appreciation which "his boys" and his friends in the advertising world had shown him. He also said that if Cyrus Curtis, G. W. Wilder and Barron G. Collier had not given him a free hand he could not have succeeded. Mr.

Important Letter to Ad- vertisers and Advertising Agents.

Thousands of new subscribers have been secured for *The American Journal of Clinical Medicine* during the past few months.

We are now engaged in the most strenuous and successful subscription campaign ever conducted by a medical journal.

This large increase in our paid-in-advance list together with the growing prestige and value of

The AMERICAN JOURNAL OF CLINICAL MEDICINE

warrants a substantial increase in our advertising rates at once.

In order to give everyone an opportunity to get in at our present rates we will postpone putting into effect our new rate card until October 1, 1910.

Space may now be reserved for 12 months at our present rates. Don't miss this opportunity of getting into the best paying medium in America to reach physicians.

Come in on the ground floor. Advertising forms close on the 15th of each month.

S. DeWitt Clough

Chicago, Ill.

Adv. Mgr.

Balmer said that it had been one of the chief pleasures of his life to discover advertising ability. His address is reported on page 38.

Those present were:

C. B. Hamilton, advertising manager, Berkey & Gay Furniture Co., Grand Rapids, Mich.; Luther Fernald, *The Housekeeper*, Chicago; Krebs Beebe, *Boyce's Weeklies*; Rev. Dr. Cain, Edgewater Presbyterian Church, Edgewater; Harvey Conover, Street Railways Advertising Company, Chicago; L. D. James, Butterick Trio, Chicago; F. H. Ralsten, Western manager, Butterick Trio, Chicago; George B. Black, Butterick Trio, Chicago; Charles H. Stoddard, *Munsey's Magazine*, Chicago; Gilbert T. Hodges, Frank A. Munsey Company, Chicago; M. L. Chizzola, *Pictorial Review*, Chicago; — Thoreson, *Style Book*, Chicago; J. H. Williams, *Cosmopolitan Magazine*, Chicago; Charles B. Nichols, Leslie Judge Company, Chicago; William H. Black, advertising manager, *Hampton's Magazine*, Chicago; Joseph A. Ford, *Woman's Home Companion*, Chicago; William H. Hamilton, Jr., *The Housewife*; Stanley Clague, Clague-Painter-Jones Company, Chicago; Prof. Walter Dill Scott, Northwestern University, Chicago; A. C. Barler, manufacturer, Chicago; Franklyn Hobbs, Himself, Chicago; James T. Downey, Street Railways Advertising Company, Chicago; George D. Buckley, *Ladies' Home Journal Style Book*, Chicago; F. L. Wurzburg, *Ladies' Home Journal Style Book*, Chicago; W. H. Tripp, Fuller & Smith, Cleveland, O.; Ernest I. Mitchell, of Mallory & Mitchell, Chicago; L. Brackett Bishop, Chicago; Everett Sisson, *The Interior*, Chicago; Edgar G. Criswell, Western manager, *Double-day, Page & Co.*, Chicago; Frank M. Conrie, Cleveland, O.; William A. Stiles, Chicago; A. E. Dunn, *The Methodist*, Chicago; E. C. Patterson, *Collier's*, Chicago; C. R. Erwin, Lord & Thomas, Chicago; H. Jenkins, advertising manager, Cable Company, Chicago; Edward Freschl, *Holeproof Hosiery Company*, Milwaukee; Carlisle N. Greig, Chicago; J. A. Townsend, Butterick Trio, Chicago; D. L. Taylor, pres't Long-Critchfield, Chicago; C. B. Congdon, Evanston, Ill.; Frank H. Thomas, Comfort, Chicago; Glen Buck, Advertising, Chicago; Morton S. Brookes, Chicago; W. T. Stokes, Marshall Field, Chicago; W. D. Boyce, Chicago; Paul E. Faust, Chicago; Frank Morrison, *Success*, New York; G. A. Hammer, Paul Block, Chicago; Joseph A. Moore, *Lupton's*, New York; William H. Rankin, vice-president, Mahin Advertising Company; C. R. Toy, *American Magazine*, Chicago; Robert Frothingham, advertising director, Butterick Trio, New York; Will H. Dilg, Chicago; George H. Mead, Marquette Building, Chicago; C. E. Raymond, vice-president, J. Walter Thompson Company, Chicago; W. R. Emery, *Everybody's Magazine*, Chicago; Charles D. Fredericks, *The American Magazine*, Chicago; E. P. Cockrell, Monon Railroad, Chicago; P. H. Bogardus,

Technical World, Chicago; J. Mitchell Thorsen, *Collier's*, Chicago; Samie H. Bloom, Chicago; A. D. Lasker, Lord & Thomas, Chicago; C. D. Spaulding, Curtis Publishing Company, Philadelphia, Pa.; E. W. Parsons, *Tribune*, Chicago; R. C. Hollis, *Tribune*, Chicago; Harry T. Evans, *Success Magazine*, Chicago; Allen Lee, Chicago; Richard Wood, Chicago; J. M. Hopkins, PRINTERS' INK, New York; W. S. Grathwohl, PRINTERS' INK, Chicago; J. Everell, Chicago; F. E. M. Cole, *McClure's*, Chicago; A. E. Chamberlain, Chicago; Hugh W. Montgomery, Chicago; J. H. Williams, *Cosmopolitan*, Chicago; A. C. G. Hammesfahr, Chicago; E. C. Bode, *Chicago Examiner*, Chicago; Robert G. Gould, Chicago; Roger C. Hoyt, Chicago; Frank C. Hoyt, Chicago; E. M. Burke, *Dayton Journal*, Dayton, O.; Walter A. McGuinn, Mahin Advertising Company, Chicago; D. Y. Frothingham, Chicago; Earl Reeve, Chicago; Richard A. Pickering, Chicago; F. E. Mann; William Boyd, Western manager, Curtis Publishing Company, Chicago; Charles D. Spaulding, Curtis Publishing Company, New York; Earl E. Grady, Chicago; James M. Snitzler, Snitzler Advertising Company, Chicago; George W. Herbert, Chicago; Barrett Andrews, *Vogue*, New York; Herbert G. Ashbrook, Glidden Varnish Company, Cleveland; W. H. Mann, *Munsey's*, New York; Archibald E. Fowler, president Fowler & Simpson, Cleveland; Carl M. Green, Mahin Advertising Company, Chicago; Lynn G. Wright, PRINTERS' INK, New York; Charles H. Fuller, Chicago; J. Lewis Cochran, Chicago; W. C. Hoefflin, Mahin Advertising Company, Chicago; L. C. Fuller, Chicago; Edwin Balmer, Chicago; Julius Balmer, Chicago; Francis Robertson, Chicago; William H. MacHarg, Chicago; Harry L. Smith, Chicago; F. W. Thurnau, *Hampton's Magazine*, Chicago; J. C. Reid, Como Mills Company, St. Louis, Mo.; Horace M. Ford, Chicago; F. L. E. Gauss, Chicago; John Lee Mahin, president Mahin Advertising Company, Chicago; V. M. Johnson, Free Sewing Machine Company, Chicago; B. A. Bolt, Free Sewing Machine Company, Chicago; William C. Free, president, Free Sewing Machine Company, Chicago; F. Z. Zimmerman, *System*, Chicago; George R. Wilson, *System*, Chicago; M. F. Reddinton, Thomas Cusack Company, Chicago; J. A. Dickson, Chicago.

Among those who sent letters or telegrams were:

J. Cotner, Jr., of the Sprague Publishing Company; M. R. Davies, of the J. Walter Thompson Company, Detroit; Benj. B. Hampton; W. C. Freeman, of the New York *Mail*; F. H. Page, of the Walter M. Lowney Company; Joseph Schaffner, of Hart, Schaffner & Marx; Curtis P. Brady, of *McClure's Magazine*; Louis Bruch, of the American Radiator Company; George P. Hill; Robert H. David; E. St. Elmo Lewis; John M. Collander; Frank Presbrey; Edw. W. Haydn; A. M. Cleland, Northern Pacific R. R.



PITTSBURGH

has a number of good newspapers, perhaps more newspapers truthfully classed as good, than any of the other large cities in the country.

From the standpoint of the selection of one newspaper, or even of a restricted list of newspapers to cover Pittsburgh thoroughly the city is sometimes regarded as a problem by the advertising space buyer.

But Pittsburgh newspaper rates are lower in comparison than those of most other large cities. More papers can be used, more people reached, and a more complete and thorough campaign conducted in Pittsburgh for a given sum, than is the case in any other city of its size in the country.

PITTSBURGH POST

(MORNING AND SUNDAY)

now in its sixty-seventh year and a leader for more than half a century, and the

PITTSBURGH SUN

(EVENING)

now in its fourth year, and under the same ownership and editorship, one of the phenomenal afternoon newspaper successes of the day, have a distinctive and pronounced field in the Pittsburgh territory.

In point of circulation they do not duplicate each other, nor any other Pittsburgh paper to any considerable extent. They are both newspapers of a high tone and quality and are powerful factors not only in the home and social life of the community but in the business and civic affairs of the city.

They are necessities to every successful advertising campaign for the city of Pittsburgh.

SMITH & BUDD CO.

Advertising Representatives.

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

THE EVOLUTION OF GOOD ADVERTISING.

DEPARTURE FROM MISREPRESENTATION AND SHORT-SIGHTED METHODS—THE "SPURT"—PRICE MAINTENANCE ADDRESS AT WELCOME HOME DINNER, CHICAGO.

By Thomas Balmer.

From the time I first began to dream things for advertising and work from those dreams accomplishment; from the time when, as you have been told, it was still a question whether fake patent medicines, foul and lying advertising would win the race; from the time when not only advertising of almost any character was being accepted by almost every publication, but any ad of any sufficiency in size or frequency of insertion was taken with entire disregard to the advertiser's morality; when there was *no* rate which was not cut openly and on principle; when advertisers were taught by advertising men not to "follow up" but to disregard inquiries, through fear of the advertisers finding out about the publications; when representatives and publishers were constantly soliciting and receiving business which they knew was totally unfitted for success in their mediums; and when there was seldom the slightest concern or investigation on the part of the representative or agent into the advertiser's distribution in relation to his advertising; when it was almost a principle with agencies to put upon a list of publications profitable to the advertiser a large padding of "ringers" primarily for the agent's profit; when a large proportion of business solicited both by agents and representatives was got, not upon business, but upon "personal" grounds or worse; and when, in consequence there was only the bitterest rivalry and suspicion among solicitors; *now* if the improved principle upon all these points can have become so generally accepted and so frequently put into practice as it is to-day, can anything be too much to hope from the new men representing

advertising who can come together in this spirit to welcome an advertising comrade back to the fray not caring whether he has fought and will fight with them or against them on matters of individual issue as long as they know he is enlisted with them for the general good of advertising in the interest of the consumer?

Is it too much to hope from men meeting in this spirit that even the old dream of sworn circulation statements may now be universally realized? May we not recognize and honestly admit among ourselves and to advertisers that the rate for circulation may properly be higher where there is a proved higher quality of that circulation, and in return for this frankness receive frankness from those still concealing their figures?

May we not, having fairly well ceased the taking of too small advertisements for the temporary profit in them, now resist the temptation to take the too large advertisements too? Many advertisers and some advertising advisers, and I am afraid too many of our solicitors for magazines with ambition to make a too personal success and large income for their magazine, lose sight of the fact that repetition will never cease to be the first condition necessary to education, whether it is advertising or any other thing; and I have grave doubts about the value of any tremendous start which cannot be maintained.

Though I was one of the foremost of you to advocate strong starts and occasionally strong spurts by advertisers trained and prepared to stand it, I hope we will soon humanely put a stop to the merciless forcing of weak, unprepared and untrained advertisers to such spurts—splurges—with double spreads and four-page inserts. If the advisers would make such advertisers take and divide up what they are going to spend for a year, fix the pace and maintain it throughout, we would certainly find a higher average of them *staying* in the race. We should also hear less of the slack season in merchandising as an ar-

A COMPARISON

Of the Gains Made by Six Leading
Monthlies and Six Leading Weeklies

(As per *Printers' Ink*)

Record of Lines for March—Monthlies

	1908	1909	1910	GAIN
McClure's	25,823	29,932	29,288	13%
Everybody's	26,996	36,864	35,346	31%
Cosmopolitan	20,174	24,221	31,080	54%
Munsey's	20,104	30,576	31,220	55%
Ladies' Home Journal . .	22,200	40,000	40,000	80%
Woman's Home Companion	18,200	25,924	33,000	81%

Now Look at the Weeklies!

Record of Lines for March—Weeklies

	1908	1909	1910	GAIN
OUTLOOK	30,564	53,256	42,002	37%
Literary Digest	22,051	30,505	38,658	75%
Collier's	28,782	54,106	59,381	106%
Saturday Evening Post	44,266	68,680	102,978	132%
Life	13,118	23,287	33,990	158%
Christian Herald	12,636	21,080	36,148	186%

IT IS EVIDENT THAT THIS IS

The Day of the Weeklies

gument for a slack season in advertising.

We are finding, in these days of increasing successes, that many advertisers are steadily increasing their appropriation each year as they should to support their increasing business. If \$10,000 produces the given result of selling \$120,000 worth of goods and the advertiser wishes to spend 10% of that amount the next year he spends \$12,000. Well and good for the advertiser who has just started. But how about the advertiser spending such sums for years? Should he be content with such returns as that? Should his advisers be content merely if his advertising expenditure each year increased business at the same per cent cost? Should he be satisfied if in some twenty years from the date of his first start he sells \$1,000,000 worth of goods on an expenditure of the previous year of \$100,000? *I think not.* If he does only that, he is merely doing more—not doing better. By that time he has spent approximately \$800,000 in advertising; if this ad-

vertising is the investment it should be, the volume of the increased business should not satisfy; the cost should decrease, too.

On this line I am glad to find the growing recognition of the advantage to the advertiser from fixing the re-selling price of his goods to the consumer. There can be no question but that is the right policy for an advertised article, and the advertisers should be urged to take steps to secure their rights in this regard, as the law seems to protect them. It is wrong that, having spent their money to build up a profitable business through advertising, that business should be, or could be, ruined by the dealer making a leader of the product, which finds its inevitable end in the destruction of the business, because it is unprofitable to handle the goods.

A comparison of PRINTERS' INK of sixteen years ago with PRINTERS' INK of to-day is a good index of the advance made in advertising, in the interest in the subjects discussed, and the methods of discussion, and while we have had other mediums on advertising of more or less prominence and influence, the advertising world owes a debt of gratitude to George P. Rowell for being the first and for a long time the only voice in print to stand for the betterment of advertising.

Our advertising is no longer reaching just a part of the people all the time, or all the people just a part of the time; it is going now, to all the people all the time; and if we do not truly serve them they will very soon find it out.

For, as we have passed from the first stage of advertising in which we served the publishers and the medium chiefly into the second stage, where we found it for the best interest of all to make the advertisers our chief concern, so we are passing now into the third stage of advertising development, in which we are recognizing that the only sound advertising service must be that rendered the public.

S. E. Leith, of New York, now represents the *Farmers' Guide* in New York City and the East.

The March Gain

The
Chicago Record-Herald

in March, 1910, gained
over March, 1909

310 Columns

in display and classified
advertising—the seven-
teenth consecutive month
of advertising gains in

The
Chicago Record-Herald

154 Washington St., Chicago, Ill.
437 Fifth Avenue, New York City

WANTED—A MAN TO FIT THIS PLACE

☞ One of the strongest weekly periodicals in the general magazine field has an opening of almost unlimited opportunity for the right man, as one of its New York City representatives.

☞ He must be aggressive but good tempered.

☞ He must be independent but a team-worker.

☞ He must be sincere and of good address.

☞ Above all he must have the merchandising instinct that will make his analyses of advertising problems good enough so he will be known as a constructive worker.*

☞ He need not be long on experience; but if he knows his way around in the magazine advertising field it will help, naturally. The place is open, though, to any man—cub or seasoned producer—even if he doesn't know an agate line from a pro-rata discount—provided he can, in spite of that, sell himself to us.

Address, "M. K. A," Printers' Ink.

*Copy-chasers positively barred.

UNKNOWN QUANTITIES IN ADVERTISING.

STILL MORE AN ART THAN A SCIENCE
—VALUE OF GENERAL ADVERTISING
SUCCESS—CIRCULATION AND
MAGAZINE WORTH—THE DUPLICATION
BUGABOO—ADDRESS AT POOR
RICHARD CLUB.

By M. T. Frisbie,

Advertising manager, L. C. Smith &
Bros. Typewriter Co., Syracuse.

Some day, when the psychologists and the blacksmiths, the fifty-thousand dollar copy-men, and the circulation-affidavit makers have all completed their perfect work, there may be a "Science and Art of Advertising" that can be mastered by the student in college, or by the hard-working mechanic who takes his dose of correspondence school, after he has washed up, at home, evenings.

But don't worry, for what happens then will not interest us.

One of the most important of these unknown quantities, because it is vital to many of us advertisers, is the value of our general publicity.

How, in its application to a particular business, can its actual worth be determined? Ability to estimate this value accurately would be of untold importance. Must it always go unmeasured—unreckoned?

The advertising of the L. C. Smith & Bros. Typewriter Company, or of any like concern seeking a world-market must, of necessity, be almost pure educational publicity.

It is not like a mail-order business. Although we always include a booklet-request line in our display advertising, the very fact that one of our stores is located in the business center of every large city minimizes the probability of responses by mail. Why should a business man of New York or Philadelphia, for instance, waste time and postage writing to Syracuse for information about our typewriter when he knows that he will pass a show room where the machine itself is displayed, on his way to business?

What is the value of your publicity advertising in any given newspaper or magazine? Can you answer?

Yet, without some means of judging this value, satisfactory at least to us, what warrant have you and I to continue spending our firms' money for such publicity?

We cannot even fall back on the theory that all advertising, like whiskey, is good advertising, but some is better, for we are painfully aware that not all advertising is good, and some is worse.

Still we go on burning the midnight oil to produce our general publicity copy and blindly trust, as Tennyson put it:

"That, somehow, good
Will be the final goal of ill."

And in the faith that this confidence is not entirely misplaced, we find great comfort and consolation.

I believe there is a value in the publicity itself independent of the character of copy used, which is much greater than is in our power to estimate.

What we may be able to get out of it must be due, largely, to our ability to choose the mediums that shall best carry our message—flash our bulletin, as it were—to the constituency we desire to reach.

This can only be done with some knowledge of that constituency. I should very much hesitate, as an advertiser, to take the advice of an agency not thoroughly familiar with my proposition, as to the selection of media for a publicity campaign. After you have summered and wintered with your agent he may be in a position to advise you in this respect, but not by any means after a mere superficial study of your product and methods. I am a firm believer in team work with your agency, but still firmer in the principle that no one except the man behind the gun, in any business, can specify the parties at whom the broadside should be aimed.

It can scarcely be doubted that there is full value in general publicity if only the right medium be chosen, and in advertising a popular article it is chiefly essential

to choose a popular medium—*acomer*, not a *goer*.

Having settled this matter of mediums to the best of our ability, there is one thing we can do to increase the value of our General Publicity Advertising, and that is to make it alive, instructive—vitaly instinct with the merits of our goods.

"Pears' Soap." That was the original form of pure publicity—just "Pears' Soap" in big type and a loud voice. "Have You Used Pears' Soap?" came next. That was better. But after a hundred years of this conservative form of advertising we begin occasionally to see "Use Pears' Soap, because—" and that is best of all.

For there is no good argument why pure publicity copy should not also be reason-why copy—in fact the argument is all the other way provided the reason is so briefly set forth that he who runs may read, and so pertinently that the quality or peculiarity which constitutes the reason may be identified in the mind's eye with the product itself. "It floats" and "99% pure," from the Proctor & Gamble copy, are examples.

JUDGING THE CIRCULATION STATEMENTS OF MAGAZINES.

Another Unknown Quantity, with which we purchasers of advertising space have almost daily to deal, lies hidden in the claims which publishers make or decline to make regarding circulation.

Those of you who buy space are familiar with the two kinds of solicitors. One, who says, in a confidential whisper:

"You know what these big circulation claims amount to—figured before the newsdealers' 'returns' are in. But 'Canned Brains' isn't a newsstand publication. It has a gilt-edged subscription list and goes paid-in-advance direct to the homes of just the kind of people who can afford to buy your —." Well, I see you have heard the rest of it.

Then in comes the next solicitor with a swagger and a copy of the "Big Noise" under his arm.

"How does that strike you?" he asks in a voice that carries to

the next block, "Red last month, blue this, purple next. See it on the stand a block away. More full pages of advertising than any other one of the Big Six. Circulation gaining at the rate of a thousand a day."

You are properly impressed, but venture to inquire what the circulation is.

"Look at our rate. A dollar a page per thousand copies actually printed and distributed—figure it yourself."

Now, as this rate has consistently held at, let us say \$500, year in and year out, in times of plenty and through the lean years as well, and as that seems to be the only consistent thing about it (no, I am naming no names, and I don't mean the magazine you think, anyway), you are inclined to wonder, as between your whispering friend and your noisy one, which, if either, is entitled to full credence.

Perhaps there flash into your mind stories you have heard about box cars full of newsdealers' "returns" going to the paper mills out of those half-million circulations; or of loans that the canned mentality publications have had difficulty in floating, because high-livers happen to outnumber high-thinkers in the Metropolis (for those wild tales do circulate way up State, I assure you).

Then you feel as if you wanted to write the names of all the magazines on a sheet of paper, close your eyes, and, repeating, "Hickory, dickory dock," make a blind stab and trust to luck.

Personally I am much inclined to be nearly as gun-shy of both these classes of solicitors as I am of the one who says:

"We won't open our books to every Tom, Dick and Harry, who use only an inch or so of our space each month, but if you want any specific information, our entire office is at your disposal."

Of course that sounds well and is flattering to a degree. But suppose you were in the small advertiser's place. Wouldn't you, too, want to know what you were buying with your money?

Be not misled by circulation

claims, but put your trust in the vigorous character of the publication that has a policy and stands for something—not your policy, perhaps—but, nevertheless, an earnest appeal to a living constituency.

THE DUPLICATION BUGABOO.

And right along with this circulation problem comes the allied problem of duplication.

The representative of the big popular magazine will tell you—and if your agent is interested simply in his commission, he may tell you—that duplication is a good thing and you can't have too much of it. Even if he is a good agent like ours, he is likely, at least, to argue that large duplication is an unavoidable result of using mediums, which you can't afford to get along without.

On the other hand, the solicitor for Bunk's Magazine tells you that you pay for less duplication, using his space, than if you used Junk's—Bunk's carrying sufficient mental pabulum to supply an entire family of five persons for one month, while Junk's must be reinforced by half-a-dozen others, dividing the interest and double-duplicating the cost of your announcement per subscriber.

I have some doubt as to the advantage of duplication, particularly when uniform copy is used.

Of course, its supporters will quote the proverb: "A continual dropping wears away the stone," but I can reply with the assertion by another author,—the foremost advertiser of his age and time—"A continual dropping on a very rainy day and a contentious woman are alike." And who will say that Solomon was not well qualified to make the comparison?

Of the thousands of books written there are comparatively few worth re-reading, fewer stories that will draw a spontaneous laugh the second time.

A different story and a change of display for every medium used, were that practicable, might dispose of objection. But, even then, the question would arise how many bullets the hunter, who has a limited supply of ammunition,

may, with profit, send after the first presumably effective shot just to make sure that the game is dead!

This subject is one that will bear looking into by the advertiser who is obliged to make his appropriation last as long and go as far as possible.

Mahin's carefully computed tables give the total number of families in the United States with an income of more than \$900 a year, as less than six and a quarter millions.

With incomes of \$1,200 a year and over, less than four and a quarter million families.

With incomes of \$3,000 and over, only 976,000 families.

Now, taking an expensive automobile proposition, for instance, the possible appeal must be positively limited to less than one million families with only a small percentage of that number as probable purchasers.

With million and half-million claimed circulations, numerous as they are to-day, what must be the waste in bird-shot of the automobile advertiser who uses, let us say, one of the big weeklies with its million, more or less, four leading monthlies (over a million), and enough of the smaller ones to aggregate at least a million more?

Yet the automobile manufacturer prospers—and so for a time under similar prodigality, did the bicycle manufacturer back in the nineties.

Assuming now, for the sake of argument, that the advertisement stands as much show of being read as the body text of the medium which carries it—and what rates wouldn't we be willing to pay if we could have that assurance—what percentage of its readers are possible purchasers of the goods advertised?

If the proposition were a food product, for instance, or a toilet preparation, we might say a possible 100 per cent. If an automobile, a possible 3 per cent. Or a standard high-grade typewriter, perhaps 20 or 25 per cent. To the remainder of that tremendous circulation, on which the rate is based, our goods have no direct

appeal, because the great bulk of magazine readers are unlikely to become users either of automobiles or of typewriters.

There lies with this large class of non-consumers, of course, some general publicity, sentiment-creating value, but it cannot be measured or estimated.

From which do we get the greater returns in proportion to the money spent? That is one of the Unknown Quantities.

But does it not seem probable that in these days of mounting circulations, there must inevitably come a rate limit beyond which the ordinary advertiser, who requires liberal space for the display of his goods cannot go?

It is possible that such advertisers will be forced to seek, and may perhaps find, their remedy in class periodicals of lesser circulation but more certain appeal to probable users of their goods.

Wanted

As assistant to well-known publisher

a man with strong merchandizing instinct and constructive imagination, who knows and likes books and has written or can write brief, interesting, convincing selling talks about them.

☞ An appreciation of what constitutes good taste in typography is necessary, and a college education should be a help.

☞ A good position for the right man. Write fully, and in confidence. Sell your services in one letter.

"W. A. C," care of Printers' Ink.

The Flesh and Blood Salesman

is a big factor in business life—in some lines he can never be effectively displaced

But,—

He can be effectively *supplemented* by proper letters—his *time* can be *conserved*—his *results* increased by a judicious series of circular letters "fired" at his "prospects" between calls.

Your salesman will appreciate this co-operation as much as you will appreciate the economies and increased productiveness that will follow such a plan.

May we study your problems in this regard?

The Business Development Company of America

"Writers of Letters that Pull"

110 NASSAU STREET : NEW YORK CITY
Phone 5374 Cortland

"The Economical Way to Cover the Country Is to Advertise by Districts"

IX

Large results at a small expenditure for advertising are made possible by the compactness of

The Advertising District of Cincinnati

Within half an hour's ride of the city there are a million people—200,000 homes. And Cincinnati is the focal point—the trading center—of this entire population. Here is a market big enough in itself to make a manufacturer rich—it's merely a question of advertising your goods to these people.

THE CINCINNATI ENQUIRER

carries the bulk of the advertising in this district for the very good reason that it holds, and has held for nearly 70 years, an invincible position as the great home newspaper. The *Enquirer* is so strong in this field that it is able to maintain its price at 5 cents a copy. There's not a bit of waste in the *Enquirer's* circulation—you get exactly what you pay for.

Foreign Representatives

I. A. KLEIN
Metropolitan Tower, New York
JOHN GLASS
Peoples Gas Bldg., Chicago.

CAR CARDS TO REACH PROFESSIONAL BUYERS.

KLEINERT DRESS SHIELD ENDEAVORING TO INFLUENCE BUYERS BY CAR CARDS — PACIFIC COAST BEING ESPECIALLY WELL CANVASSED FOR CLIMATIC REASONS.

The I. B. Kleinert Rubber Company, New York, dealers in dress shields, divide their advertising activities into three well-defined classifications. In order to produce a consumer demand, they use the general women's fashion publications generally, some thirty of them in all.

The policy is to make a wide-spread showing with comparatively small spaces. The latter are usually two inches, over two columns. Claims are made that the advertising reaches several million readers. The trade-paper advertising tells the story of the Kleinert general advertising in a way calculated to impress the dealer and the professional buyer.

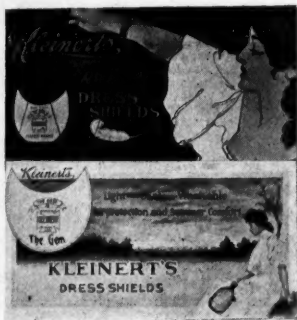
The third variety of Kleinert advertising is estimated not to have its effect upon the consumer trade alone or the professional buyer trade alone, but rather upon both jointly. It finds expression in car cards, in which Victor Guinzburg, who manipulates the concern's advertising, heartily believes. "I believe in every sort of advertising," says he. "Even the worst of it has some elements of worth in my estimation. But, when it comes to reaching the professional buyers of my goods, I find that no method is better than that offered in the street cars of our cities. Of course, with our street car cards we reach the consumers too, but we are not attempting to interest them *primarily* with our car cards."

"The average buyer, I take it, is a very busy man. Minutes count with him. He reads his trade paper and his newspaper principally to see what lines of goods are being offered by stores which are acknowledged competitors of his own store.

"But we can reach both the bright and the ordinary classes of

professional buyers by our car cards. The bright buyers are certain to see our new announcements anywhere. And the ordinary buyers are more apt to see the car card than anything else; upon seeing it to realize that their competitors must be taking on the new line which the car card exploits; and to conclude that they had better get on the bandwagon, too.

The Kleinert car cards are now being run on the Pacific Coast, which is found to be a good sec-



INTERESTING CAR CARDS.

tion, for the sale of dress shields, because of the year-'round warm climate and because of other conditions, on a five-year contract which began in 1909. Some 75,000 such cards are being used altogether. Some of these cards are extremely attractive and exemplify the application of art to the dress shield in a distinctive and purposeful way.

Louis Henry Martin, advertising manager of the Globe-Wernicke Company, has succeeded R. L. Prather as the president of the Advertisers' Club of Cincinnati, and has arranged for an interesting series of weekly luncheons for that club. Floyd T. Short, of Chicago, will soon speak on "Lost Motion between Advertising and Sales Departments."

D. C. Davis, of Boston, has been appointed advertising manager of the Survey, with headquarters in New York.

American Manufacturers Testify to Value of the **AMERICAN EXPORTER**

However strong we may make our statements, the following letters from successful national advertisers are conclusive proof that we are doing all we claim.

EDITORIALLY

R. E. Dietz Co. (Lanterns)
"If there is any better export journal than the AMERICAN EXPORTER and its DOMESTIC SUPPLEMENT, we have not yet seen it."

RIGHT CIRCULATION

Robbins & Myers Co.
(Electric Fans)

"The AMERICAN EXPORTER has given us unequalled service in the foreign field. Its circulation is among the best trade and its work is far in advance of any other foreign publication that has come to our notice."

FOREIGN TRADE SERVICE

Wick Narrow Fabric Co.
(Hat Bands)

"The AMERICAN EXPORTER is the one paper needed to build up an export business for the American manufacturer. Its services are far beyond all others combined."

INQUIRIES AND ORDERS

Studebaker Bros. Co. (Vehicles)
"The results we have obtained from advertisements placed in the AMERICAN EXPORTER have been very satisfactory."

These advertisers are but a few of the many who for years have been advertising in the AMERICAN EXPORTER.

If your goods are exportable, write to us and we will give you an outline of what the AMERICAN EXPORTER and our Foreign Trade Service can do to assist you in developing your foreign market.

AMERICAN EXPORTER

"The Strongest Single
Power in Export Trade"

135 William Street, New York City

PRINTERS' INK



C. S. BENDER.



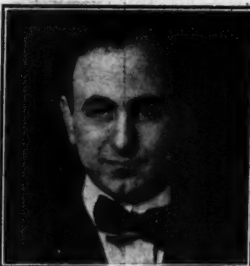
N. F. FOOTE.



H. J. WARNER.



W. M. MESSITER.



PAUL BLOCK.



H. G. HALSTED.

GILBERT

Don't Be Pss

CONDITIONS are improving, especially in Newspaper advertising revenue during the first four months of 1910 as much done as well—if not, perhaps there is a reason. Here is what

STRAUSE, N. Y., April 5, 1910

PAUL BLOCK, Inc., New York City.
DEAR MR. BLOCK: We are very pleased with the increase in foreign advertising.

We notice that March of 1910 is not only the largest month's income we have had in the history of our paper, but is nearly 50 per cent greater than last March.

The first three months of this year are many thousands of dollars ahead of the same months last year.

Keep up the good work!

Very truly yours, THE POST STANDARD CO.,
Per W. E. Gardner, Vice-President and General Manager.

TOLKDO, April 8, 1910.

PAUL BLOCK, Inc., New York City.

GENTLEMEN: I find I must write you every month to congratulate you on the increased foreign business.

I find that March of this year is nearly \$7,000 greater than March last year.

Your total foreign advertising for the BLADE for the first three months of this year is over \$20,000 greater than for the first three months of last year.

The writer believes that the reason the Paul Block Agency is such a success is because you are not only solicitors but because your methods are of such assistance to the publisher that you increase the income without increasing the expense. Very truly yours, THE TOLKDO BLADE CO.,

H. S. Thalheimer, Business Manager.

NEW YORK, April 9, 1910.

PAUL BLOCK, Inc., 290 Fifth Avenue, New York City.

GENTLEMEN: I think it is due to you and your associates to express our appreciation of your industry in the general

field, your loyalty and success in securing

I think that the lack of you two papers level test for the publisher very best you have

After all, there was publisher and advertiser you seem to understand

THE EVENING MA
Advertising Ma
(Signed)

"The cash income of this paper, an and is because you are to do always rather a desire to

Text, April 5,

PAUL BLOCK, Inc., have noticed thly 50 per cent. Congratula

DEAR MR. BLOCK: foreign advertising than last March. The News SCIN

Very cordial

D. C. April 5,

DEAR MR. BLOCK: ing in the POST b notice. It

great credit on the organization. WASHINGTON

Yours very truly For Arthur D.

PAUL BLOCK, Inc., 290 h Ave

24 Milk Street, BOSTON



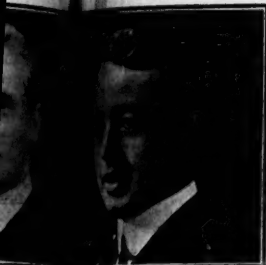
C. H. HOWSE.



H. D. CUSHING.



J. C. CARSON.



GILBERT KINNEY.



H. M. LASKER.



C. A. REGAN.

Assimistic!

increasing every month. Most papers have shown an increase in ad-
The papers we represent have prospered—no doubt others have
for some of our papers:

of this paper, and your
at good rates.
and in because you have
are to do always your
either I desire to do the
entirely.
all, there was
of interest between
and advertising
and as any man I know.

THE EVENING MAIL,
(Signed) *Advertising Manager.*

advertising in the Cleve-
during January and March of this
per cent. from the same months of

Tex., April 5, 1910.

CE, Inc.,
have noticed that the
the previous
March, 1909.
The News SCIMITAR,
ments, *General Manager.*

D. C. April 2, 1910.
in foreign advertis-
to notice. It reflects
on the
Washington Post,
Per Arthur D. Marks.

290 Avenue, New York City

Steger Building, CHICAGO



H. H. TAYLOR.



N. R. MAAS.



M. L. CHIZZOLA.

J. CARSON.

St. Louis, Mo., April 7, 1910.

PAUL BLOCK, Inc., New York City.

GENTLEMEN: We must congratulate you on your part in the up-building of the advertising in the St. Louis Times.

The local advertising department has made great records and so has your office in the foreign department.

We find that the cash income for foreign advertising in March is nearly 50 per cent. greater than March of last year. In February it was nearly 100 per cent. greater than the previous February, and in January nearly 75 per cent. greater.

If you keep this up, the foreign advertising this year may reach \$70,000, which for a paper three years old is certainly very satisfactory, and we want you to know that we appreciate your good work.

THE ST. LOUIS TIMES,
Edw. L. Preetorius, *President and General Manager.*

"The foreign advertising income in the Milwaukee News for January was over 50 per cent. larger than January, 1909.

"In February, 1910, it was about 100 per cent. greater than February, 1909.

"In March, 1910, the income is about 60 per cent. greater than March, 1909."

"The foreign advertising in the Rochester Democrat & Chronicle during January of this year was about 50 per cent. greater than January last year.

"In February it was about \$3,000 greater than February last year, and March, 1910, is the largest month's foreign advertising in the history of the paper."



D. P. BEVANS.



G. A. HAMMER.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

NEWSPAPER PUBLISHERS DISCUSS ADVERTISING QUESTIONS.

A. N. P. A. SESSION TAKES UP VARIOUS VEXING PROBLEMS RELATING TO ADVERTISING—BRILLIANT AND EXCITING BANQUET—NEW OFFICERS ELECTED.

Perhaps the most important topic which came up during the three-days business session of the A. N. P. A., was the question of the press agent. On the morning of the 29th, Don Seitz, business manager of the *New York World*, elaborated upon his experiences and conclusion in the matter at some length.

Mr. Seitz pointed out that press-agent matter comes into the newspaper offices from two different sources, namely, from those who act solely as press agents and from advertising agents who have established press-agent bureaus in connection with their regular business. Little or no objection was voiced against the former, inasmuch as whatever matter they sent out appeared flying its own colors. But of late the tendency has been towards fewer press agents, this sort of business gravitating to the advertising agents. This was looked upon as bad. These agents have a sort of bludgeon with which they can force the newspapers to their terms because they have large advertising contracts to place. They are attempting to take an unfair advantage of the newspapers.

About six of the leading advertising agencies were mentioned as having established such press-agents bureaus and the belief was held that the A. N. P. A., by united action, could do much to offset their activities. Finally, a resolution was proposed by J. F. MacKay, of the *Toronto Globe*, which put the matter into the hands of the Advertising Agents' Committee of the Association with power to act as it sees fit.

Another vital topic of the convention was centered around a newspaper's right to reject advertising copy where the current rate

is offered and where the matter is neither libelous, nor obscene, nor fraudulent. Hilton U. Brown, of the *Indianapolis News*; W. S. Jones, of the *Minneapolis Journal*; H. S. Baldwin, of the *Joliet News*; and T. T. Williams, of the *New York Journal*, reported instances where the courts had upheld a newspaper's right to reject whatever advertising it sees fit. The opinion was expressed that the courts do not look upon newspapers as common carriers.

The question of eradicating the abuse of agents rebating their commissions to advertisers, which is the problem of the split-commission, did not come up at the session.

Question No. 23 read as follows: "Why should not formal objections be filed by this association with the United States Government against placing its advertising through an irresponsible agency?" Certain members present admitted that their papers had accepted United States Government ads through an agency. It was recommended by the meeting that no member pay any such commissions in the future.

Louis Wiley, of the *New York Times*, reported for the Daily Newspaper Club that the time had come for a vigorous campaign of advertising for advertising. No definite action was taken in this connection, but the consensus of opinion was decidedly in favor of following the magazines in this regard. The opinion was expressed that the publishers of newspapers would do well to take the national magazines as their model, and in soliciting new business to refrain from attacking their contemporaries, even to recommend the use of the latter.

Considerable discussion centered about the question as to how a "double-truck" advertisement should be measured, but it was virtually decided that the members should in the future charge an advertiser for the space in the "gutter," between the two pages. Thus, if a paper runs seven columns to a page, an advertiser using a double-truck would be charged for fifteen columns, as a rule.

Mr. Seitz reported in the matter of second class postage that nothing could be done at this time and that the matter would have to go over until another year.

Question No. 28 read as follows: "Are all members who have tried the cash discount to advertisers and agencies satisfied with the way it is working out? Would any member who has tried the cash discount abandon it now, and go back to the old method?" It was unanimously held by those who had tried such cash discounts that they were satisfactory and that their abandonment would be ill-advised. The discount consisted in most cases of 2 per cent. within 10 days, in addition to the regular agent's commission.

Question No. 31 read as follows: "Should an advertiser who makes an annual contract through one agency, be allowed to place part of his copy through other agencies and be given the benefit of the lower rate earned upon the aggregate space placed through all? Who would be responsible to the newspapers for a short-rate in such a case, and how could it be collected?" Nothing definite in the way of a resolution resulted to this question, according to the association's usual manner of procedure, but all were agreed that an advertiser should be allowed to place his copy through other agencies than their regular ones in special cases. It was held that the principal should be held responsible as guarantor in cases of short rates.

John Norris, chairman of the committee on paper, reported for that committee that the publishers were bearing the burden of the rapid rise in the price of paper due to the present industrial warfare in the pulp mills. Upon the recommendation of Mr. Norris and his committee, the A. N. P. A. voted (1) to urge the adoption of the Mann bill (H. R. 12,314) "to encourage and promote commerce between the United States and the Dominion of Canada," and (2) to ask the President to give print paper consumers access to the paper mill reports of daily

production, daily shipment, and stock on hand, in order that an open market may be promoted.

The big annual event—joint banquet with Associated Press—was a brilliant and exciting occasion. Seven hundred publishers, agents, specials and guests were present, and the speakers were Mayor Gaynor, New York; George Ade, Newell Dwight Hillis and Woodrow Wilson.

Mayor Gaynor's attack upon Hearst was the most dramatic occurrence in the association's history.

The officers of the association were all re-elected.

At the meeting of the Advertising Agents' Committee on Tuesday evening, the following agents were granted the recognition of the association:

Wendell P. Colton, the Louis Lewis Agency, Street & Finney, Inc., and the Wagner, Field Company, of New York; Charles Blum and the Oman & Bub Agency, Philadelphia; Adolph Deimel, Brooklyn, N. Y.; S. Greve Agency, St. Paul; the Johnson-Dallis Agency, St. Paul; and the Joseph Traxler Company, Cincinnati.

ASSOCIATED PRESS.

At the annual meeting of the Associated Press, which was held in conjunction with that of the A. N. P. A., the interesting fact was brought out that the expenses of the association during the last year had exceeded \$3,000,000, an unusually high amount.

New officers were elected as follows:

President, Frank B. Noyes, Washington *Star*; first vice-president, R. M. Johnston, Houston (Tex.) *Post*; second vice-president, Frank P. MacLennan, the Topeka *State Journal*; secretary, Melville E. Stone; assistant secretary, Charles S. Diehl, and James R. Youatt, treasurer.

Messrs. Noyes, Stone, Diehl and Youatt were re-elected; President Noyes for the eleventh successive term by a unanimous vote.

The following members were elected to the executive committee for the ensuing year:

Victor F. Lawson, the Chicago *Daily News*; Frank B. Noyes, the Washington *Star*; Charles W. Knapp, the St. Louis *Republic*, and Adolph S. Ochs, the New York *Times*.

The Ad Men's League, of Mobile, Ala., held an interesting session April 14th, when it was addressed by R. E. Flower and A. J. Senten.

Best Summer Advertising Offer

Some publishers make a practice of allowing a discount from their regular advertising rates during the summer months. In the majority of such cases circulation also falls off materially in these months, and you pay for about what you get. We never make a rate discount, because our circulation is paid in advance and doesn't run down during the summer, but we are making a most liberal offer because the circulation is coming in faster than we anticipated. We will give

50,000 Extra Circulation Free

All New, Paid-in-advance Subscribers

This is Our Bargain for the June Issue of

THE FARMER'S WIFE

A WOMAN'S FARM JOURNAL

180,000 Paid Circulation

At the Old Rate for 150,000

Better than a twenty per cent discount on the rate, because the list is all strictly paid in advance. New paid subscribers are usually added to a subscription list in midwinter, only. The Farmer's Wife is the largest woman's farm paper in the world. Its subscription list is growing faster than that of any other farm paper published. It is increasing at the rate of 10,000 a month.

Rate 60 Cents a Line on Less than Quarter Pages

Forms for June Close May 25th to 28th

THE FARMER'S WIFE

Webb Publishing Company, Publishers, St. Paul, Minnesota

Chicago Office
GEORGE W. HERBERT,
Manager

1736 First National Bank Bldg.

New York Office
WALLACE C. RICHARDSON, Inc.,
Manager

41 Park Row

MAKING A WIDER MARKET FOR BEARDSLEY'S COD- FISH.

NEWSPAPER AND TRADE-PAPER CAM-
PAIGN BRINGING GOOD RESULTS—
INSTRUCTIONS TO SALESMEN—
SAMPLING EXPERIENCE—ONLY ONE
CODFISH MEAL A WEEK ADVOCATED.

About two years ago J. W. Beardsley's Sons, of New York, producers of Beardsley's Shredded Codfish, were prominently in the limelight of the advertising pages of the magazines. Upwards of \$40,000 was then being spent annually in this way.

Suddenly Shredded Codfish copy disappeared from those pages completely. Undoubtedly many an advertising man has presumed that Shredded Codfish is now to be reckoned as being among the so-called "dead advertisers." But far from it.

The real reason why the magazine advertising was discontinued was because at one of the stated gatherings of the company's salesmen the opinion was ventured, and was speedily seconded by many present, that the \$40,000 a year might much better be spent in other channels. Since that time Shredded Codfish copy has been confined very largely to the newspapers and the trade publications. It is felt that the results more than warrant the change of policy. From a diffused national campaign, the change has been made to concentrated and intense local campaigns which have made it possible to put the Shredded Codfish proposition up to consumers, retailers, and jobbers in a systematic, thoroughgoing fashion.

J. W. Beardsley's Sons is an old house, having been in business fifty-two years. Its Shredded Codfish proposition is no infant in arms either, inasmuch as it has been pushed now for upwards of thirty years, during most of which time it has been persistently advertised. Since the change has been made to newspaper advertising, the practice has been followed of taking up limited ter-

ritories one by one with an educational campaign which doubtless has also done Shredded Codfish's competitors no little good. For instance, last fall, beginning with October 28th, what is claimed to have been the most aggressive advertising campaign ever conducted by a fish house was put through in Pennsylvania. For twelve weeks, copy of considerable size was run every week in the leading newspapers of every county-seat

A Feast

for Five Hungry People

There's a full feast for five hungry people in every package of Beardsley's Shredded Codfish.
A breakfast meal you can have ready for the table in less time than it takes to make coffee.
A breakfast or light-house feast that will cost you only 10 cents.
The same kind of a meal can be had at almost any hotel.

**BEARDSLEY'S
SHREDDED
MARR
CODFISH**

The Cheapest of Food
The whole world knows that fish is one of the most nourishing and strengthening foods in existence.
And, as we prepare it, it is also one of the cheapest.
And one of the easiest to cook.
So, you know that cod is superior.
We get them from Northern waters, the fish which feed here states a superior flavor.
And of these select fish we pick only the strongest and latest. Each fish is measured three times.

Then we take only the best part of each fish—the steaks, most delicate meat, we remove all the bones. Our unique Shredding Process makes the meat fine and fluffy and dainty.

Thus Beardsley's Shredded Codfish is ready to cook the instant you open the package.

Instead of Meat or Eggs
Just to let your family know, keep and it is, serve Beardsley's Shredded Codfish tomorrow.

Have it instead of meat or eggs. A package, costing only 10 cents, will go further than two or three pounds of meat, or a dozen eggs.

One year lets get a taste of this food, they'll want you to have it often. There are dozens of delicious ways to prepare it. So we can ever turn it off.

Free Book of Recipes
With the first package you buy, your grocer will give you one book of interesting new recipes.

There is no other codfish in packages. But Beardsley's is better than any other codfish. Our wonderful Shredding Process is the best.

Beardsley's—the package with the red band. The package with the red band. The package with the red band.

J. W. Beardsley's Sons
674-678 Greenwich St., New York



THE PACKAGE WITH THE RED BAND
Shows what a fine product Beardsley's Shredded Codfish is.
It is the only one of its kind.

VIGOROUS NEWSPAPER COPY.

in that state. In addition, two newspapers in Philadelphia and three in Pittsburg were used, making sixty-seven such newspapers in all.

The results of that campaign have been watched with great care. Some sections have shown a remarkable increase in the sales of Shredded Codfish. Pittsburg, for one, has not shown much of an increase. Indeed, the results there have been discouraging. But, just as the doctor can proceed more confidently when once he knows just where his patient's weaknesses lie, so this concern has been able to appreciate that it can now well afford to give Pittsburg

special attention. The 193 grocers of the city have subsequently been carefully canvassed by Beardsley men, in response to whose questions it has been found that the Shredded Codfish ads in Pittsburg were seen or read by very few. So the territory has been attacked along new lines. Already ninety-three of the 193 grocers have agreed to supply names and addresses of customers whom they think should become Shredded Codfish users. Undoubtedly a large percentage of the remaining hundred will fall in line later on. The lists which are furnished of likely customers will be carefully "sampled" by a house-to-house canvass, and the Pittsburg district will not be relinquished until, by one means or another, it is swung into line.

Certain paragraphs of the Beardsley instructions to salesmen, in connection with this and other advertising campaigns, should be of considerable interest to those who themselves are attempting something very similar with other lines. They show how the advertising and the salesmen's efforts are linked together. An excerpt from these instructions would read as follows:

"We think you can make an easy entrance upon the retailer if you have a circular with the red band or the mailing card with the red band (which had already been sent out) in your hand and begin your conversation by asking him if he has seen a copy of it.

"We believe you can get better results and more trial orders from retailers who have not used Shredded Codfish by talking the advertising proposition hard.

"We believe if you can show the retailer the wonderful power of advertising and what it will do, and get his sporting blood aroused, that he will take a chance on a few cases to test out the campaign.


"You must make it very evident to him, in order to get the best results from this advertising, he must link up.

"This is especially important while advertising is running."

The Shredded Codfish trade paper advertising has also been extensive. It shows the results of careful planning. The direct attempt is made to make it a dependable link in the general newspaper advertising campaign. Thus among the trade paper copy the heading will be found: "We've

Got the Newspaper Men Working For You." The list of trade papers used in this way includes the following: *American Grocer, Retail Grocer's Advocate, Grocery World and General Merchant, Island Grocer, Southern Merchant, Merchants' Journal and Commerce, Retail Merchant, Retailer's Journal, Twin City Commercial Bulletin, Trade Journal Association, Michigan Tradesman, Price Current and Interstate Grocer.*

In the sampling work, Mr. Whittaker testifies that he has found women far more apt than men. He keeps a corps of women samplers constantly at work. When a new territory is approached the custom is to allow one sample package of Shredded Codfish for every five persons, which is really a generous allow-



We've Got The Newspaper Men Working For You!

With the most thorough advertising campaign you ever saw—big, convincing advertisements that make your customers hungry for BEARDSLEY'S SHREDDED CODFISH—are being published continually in the newspapers your customers read.

All you've got to do is to lay in a good stock, put it where people can see it and you'll have a big sale right away.

PUSH THE PACKAGE WITH THE RED BAND

J. W. BEARDSLEY'S SONS, New York

BRIGHT TALK IN TRADE PAPERS.

ance. These women conduct a house-to-house canvass and make it their business, wherever possible, to have a personal interview with the women of each household.

Throughout all the Shredded Codfish advertising great emphasis is constantly laid upon the absence of benzoate of soda, etc. Indeed, J. W. Beardsley's Sons are, in a sense, the H. J. Heinz Company of the codfish business. Shredded Codfish is simply pushed for use once a week, at one meal—no more. There is none of the kind of talk which permeates some of the breakfast food advertising which advances the consumption of certain cereal products for three meals a day, seven days a week, which would be ridiculously monotonous.

SELLING LOTS BY THE LURE OF THE FARM.

CAR CARDS HEARTILY RELIED UPON
TO SELL "FARMS" TO NEW YORK-
ERS—HOW THE LURE OF THE FARM
IS APPEALED TO IN BOOKLETS, ETC.

The best real estate advertising success is only secured when the ads and the plan are shaped so as to touch the live spots in the public mind.

Wood, Harmon & Co., New York, knew very well that the lure of the country, for gardens and farms, was strong in the heart of thousands upon thousands who live in that big city. So they planned their "little farms in New York City."

The venture has been advertised extensively, ever since its inception, a year ago, by car cards and newspapers. George L. Stowell, who handles the advertising of the company, explains it as the opinion of his organization that the car cards are ideal when it comes to doing the foundational missionary work of an advertising campaign. They reach all classes, and, if followed up by local newspaper advertising, when they have had time to gain effect, the combination cannot but produce results.

A feature of the "Little Farms" advertising has been the coining and use of a catch-phrase which is difficult to forget. This phrase is: "A Quarter-acre for a Quarter a Day." Nothing could sound much more alluring. Even the six-dollar office boy can but have visions of owning such a "Little Farm" himself, if only he should inaugurate a little self-denial and relinquish his cigarette smoking. This psychological effect is only heightened by the addition of the phrase: "The Perfect Plan for Economical Summering."

A picture of a miniature real farm in the country "backwoods," hundreds of miles from busy Broadway, is a telling pictorial touch. The hurried subway reader is apt to forget, however, that a quarter-acre of land is only about enough for four or five ordinary city lots, which would not consti-

tute a very extensive "farm" at best. Even Mr. Stowell is quite free to admit that the illustration is a bit exaggerated, in a justified manner, to gain the advertising effect.

The follow-up literature, which is sent out in response to inquiries regarding the Little Farms, is teeming with rural suggestions, and is fairly scented with new-mown hay. "The Lure of the Farm" is the name of one: "Revolution in City Life" is the name of another. The first contains illustrations of feeding chickens, loaded hay-wagons, and even ad-

"A QUARTER ACRE FOR A QUARTER A DAY"
LITTLE FARMS
IN NEW YORK CITY
ANNADALE STATEN ISLAND
 The Perfect Plan for Economic Summering
 WRITE, CALL, TELEPHONE FOR FREE TICKETS
WOOD, HARMON & CO.
 251 BROADWAY, N.Y. TEL. 6500 BARELAY

THE "LURE OF THE FARM" FOR NEW YORKERS.

vice as to the best possible crops on a Little Farm, comprising information furnished by Wood, Harmon & Co.'s "Head Gardener."

If expectations materialize, the Annadale, Staten Island, section, where the Little Farms are, will contain 871 such vest pocket estates, being 48 minutes and 10 cents from Broadway—all for \$10 down and \$6 to \$8 a month. Then, to cap the advertising climax, the company offers to plant each of the farms free of charge, with "100 of the choicest productions in fruit trees, bushes, vines, perennials and hardy shrubs and plants," all of which are exactly enumerated. The appeal of The Wild and the appeal of Economy are strong in the Wood, Harmon & Co. advertising, whether they really materialize in the Little Farms or not.

You can't pluck feathers from an unhatched chick and you can not get results from an unread ad.

Many a person gets a season ticket and fails to attend all the lectures or gets a subscription and fails to read all the issues.

But the paper that is bought for CASH each week is bought to be READ or else it would not be bought.

BOYCE'S WEEKLIES are sold EACH week for straight CASH without any premiums by 25,000 agents and summer or winter are read each week by millions of persons in small towns and on farms.

PROVED circulation — 750,000 copies weekly at \$1.60 per agate line. Figured by week or by month BOYCE'S WEEKLIES give country advertisers the most for their money. JUST COMPARE.

"BOYCE'S WEEKLIES are paying fine. Ask any advertiser." Forms close each Monday and you get results in 10 days. Address

W. D. BOYCE CO., 500 Dearborn Ave., Chicago

Boyce's 2 Weeklies { The Saturday Blade
The Chicago Ledger

"Largest of all country papers that sell for cash without premiums."

Send for our 2 FREE BOOKS on COUNTRY advertising

Sow your advertising seed in New England Daily Newspapers, and the result will be surprisingly good

Sixty Millions of Dollars

Were expended in the construction of textile mills in the eighteen months following the panic. This shows that money was not as tight in New England during those troublesome times as elsewhere.

Now every spot in those New England States is prosperous. Most every skilled man that is able to be out is at work at high wages. The weekly pay envelope of New England is enormous. This is a section of the country in which to advertise and sell your goods, no matter what they may be, if they have merit and will bring health, comfort and convenience.

In New England

Necessities and Luxuries may be marketed at a profit if you advertise in the daily newspapers. The selling cost is low, the cities and town are close together, and your salesmen could make more towns at less cost and with better results than in any other section of the country.

The daily papers have large circulation in their communities and keep the confidences of their readers.

The advertising rates are low per inch per thousand of circulation.

New England should be your first territory chosen in which to sell your goods.

Haverhill Gazette
Springfield Union
New Bedford Standard
and Mercury
Worcester Gazette
Pawtucket Times

Portland Express
Waterbury Republican
New London Day
New Haven Register
Lynn Item

OVERCOMING A BOOKLET PROBLEM.

Here is the problem that confronted George P. Ide & Co., of Troy and New York, when they set about the preparation of the booklet, "Shirts, Collars and Cuffs, 1910": How effectively and in a space of fifty pages to describe a couple of hundred styles of collars, a score or so styles of shirts and a dozen or more varieties of cuffs. They turned the trick well. The first three or four pages are occupied by an index of styles and a brief word of explanation. Then follow twenty or twenty-five pages carrying each a half-tone plate. On these plates, fac-similes of the collars and cuffs, a dozen to a page, appear. Below each style is engraved its name, the sizes in stock and front and neck measurements. The shirts, three upon a lengthwise plate, are exhibited in similar fashion. A descriptive shirt list is granted the last three or four pages. The booklet is of standard magazine size; in design it avoids severity and, on the other hand, weak ornateness. As a specimen of an all black and white scheme it deserves honorable mention. The Corday & Gross Company, of Cleveland, was the printer.

Henry B. R. Briggs, editor and part owner of the Kalamazoo *Evening Telegraph*, of Kalamazoo, Mich., since November, 1908, retired from that paper May 1st. His stock has been purchased by V. L. Palmer. Mr. Briggs will sail for London early in May, to take up special syndicate work, in England and on the Continent. During his service on the *Telegraph* the circulation of that paper has increased 100 per cent. Before going to Michigan, Mr. Briggs was connected with the New York *Journal*.

George Powell, president of the Agricultural Experts' Association, is delivering a series of lectures at Columbia University in which he is very strongly urging a return to the farm. He said, among other things, that the South had a great farming future and predicted that our so-called arid and worn-out lands in the East would be reclaimed soon with fine results.

Dr. C. Elton Blanchard, of Youngstown, Ohio, whose advertising as a physician has been described in *PRINTERS' INK*, has just begun the publication of a house organ entitled *Now and Here*. It is full of interesting philosophy concerning medical things, and the significant advertising observed about it is that it is all written in a style which everybody can read and comprehend.

The Vancouver *World* believes that its March aggregate (26 issues) of eight lines carried, 1,821,380, an average of 32 7/10 pages per day, is more advertising than carried by any other medium in the world.

Maine's largest daily circulation!

The net paid circulation of the EXPRESS is over fifty per cent larger than that of BOTH other PORTLAND dailies COMBINED.

Maine's largest Sunday circulation!

The net paid circulation of the SUNDAY TELEGRAM is larger than any other Maine Sunday paper.

Evening Express and Sunday Telegram

PORTLAND, MAINE

JULIUS MATHEWS, Representative

15 MILLION DOLLARS' WORTH OF NEW MILL CONSTRUCTION IN NEW BEDFORD MASS.

SUBSCRIBED AND
PAID FOR IN THE
LAST 15 MONTHS

This is a record breaker not only for New England but for the entire world.

THE NEW BEDFORD STANDARD and MERCURY

reaches practically every home in this prosperous textile section. These people need what you manufacture.

Combined Circulation—19523.

For rates and information address
E. V. ALLEY, Adv. Mgr.,
New Bedford, Mass.

THE PROBLEMS OF A SMALL ADVERTISER.

"VACU-MIRROR" ESTABLISHES ITSELF BY USING "MEN'S MEDICUMS"—CASH SALES BY MAIL SAVE THE COMPANY THE BUG-BEAR OF ALL SMALL BUSINESSES, LONG CREDITS—ONE-TIME SALES NECESSITATE NATIONAL FIELD.

When the advertising and selling problems of some of the famous big national advertisers are written about in PRINTERS' INK, many read with absorbing interest, because it is their dream that some day their business may take on as great proportions. But when the problems and sales plans of some such article as the "Vacu-Mirror," made by the Austin Sales Company, New York, are discussed, it is a much more vital, personal matter to a greater number of readers because the "Vacu-Mirror" proposition is one with thousands of new and struggling advertisers.

The "Vacu-Mirror" was put on the market two months after the granting of substantial patents, namely, in June of last year. Like many another article, it, too, was first "tried out" in New England, it being felt that that section was compact and easily covered without necessitating long distances for travel. Salesmen were put on the road when not a bit of advertising had been done. Indeed, at that time no advertising had been definitely planned for, inasmuch as it was felt that it was highly problematical how the public would "take to" the specialty at best, and there was not any too much money behind the organization to waste with advertising experiments.

No attempt was made to sell to the retailers through the jobbers because, as Robert W. Buntin, the manager of the company, explains, it was felt that the jobbers' salesmen would not be apt to give the "Vacu-Mirror" the exploitation it was worthy of and needed, when traveling the country with samples of innumerable other specialties.

The work of establishing initial agencies went indifferently well. The summer, to be sure, was a poor time for the introduction of such a new article. But the fall, and the coming of the holidays and the gift-giving season soon proved to be an invaluable asset both in securing agencies and in interesting the buying public. Luckily, as the holiday season rapidly approached, the suggestion to advertise, which had been advanced time and again, met with more



**The greatest luxury ever invented
for the man who shaves.**

The man who is accustomed to the daily misery of shaving in a poor light will find more satisfaction in the Vacu-Mirror than in anything he ever used.

No matter how dark the room, the Vacu-Mirror shows the face from every angle in the full light of out-of-doors. It is instantly attached to any window-pane—the one place in a room where the light is always good—by simple pressure of a vacuum cup. It will hold for months, yet is removed without effort. It is adjustable at a touch in any direction.

The man who travels—who has to shave on trains and in hotel rooms—will find the Vacu-Mirror a comfort that, once used, he will never be without. Equally useful for Woman's Toilet.

Six-inch heavy, plate mirror, beautifully nickel-plated, brass frame.
We want you to try the Vacu-Mirror, at our risk. If your dealer hasn't it, we will send postpaid for \$3.00. If, for any reason you don't want it, keep it, return at our expense and we will promptly refund money. Write for booklet.

TO DEALERS.—The Vacu-Mirror is proving the greatest selling toilet article since the safety razor. Send for terms.

AUSTIN SALES CO., 184 Vesey St., New York

favor. Space was taken in *Collier's* and the *Saturday Evening Post*, beginning with the middle of November. Copy was run in one two weeks and in the other three weeks, making five separate issues. On the basis of those ads, so many orders arrived at the Austin Sales Company's offices that the entire stock on hand, between 2,000 and 3,000 "Vacu-Mirrors," was sold out in a jiffy.

"We had not thought such a

result would be possible," says Mr. Bunten. "As I look back upon last summer now, I can realize, too, what an aid to our salesmen it would have been if they could have approached prospective retailers having with them a complete outline of a 'Vacu-Mirror' advertising campaign in the magazines. That would have been the ideal way for them to have approached their work, I do believe, but, like everyone else, we had to live and learn."

Mr. Bunten explains that the reason why *Collier's* and the *Saturday Evening Post* were selected was because they were considered by him to be typically men's mediums, and men's mediums of a high type. He has since added *System* to his list and is considering other additions from time to time.

One great advantage Mr. Bunten has found with his advertising campaign has been the fact that, at the same time that it has tended to develop a dependable demand for the agents and dealers to supply, wherever established, it also worked up a fine mail-order business which has meant quick cash returns and no bad accounts. The money received on mail orders in this way could be put right into the business again, a result to be hailed with exceeding joy by any industry of this nature during its infantile days. Then, too, "Vacu-Mirror" sales are necessarily one-time sales. That is, there is little likelihood of re-sales in the case of any one customer, for one mirror will last indefinitely. For that reason, especially, the change to the larger, national, mail-order field and the coupling of that field with the smaller and more intensified local field of New England and New York was especially considered a matter for self-congratulation.

The Moss Advertising Agency, Inc., has been given papers in New Jersey to do a general advertising business with a capital of \$25,000. The incorporators are: John S. Stubbs, Joseph P. Murray, Frank A. Kuntz.

Being nearly 93 per cent city circulation, beyond dispute,

the greatest sales-creating force

in the City of

Worcester Mass. is the Gazette

LARGEST EVENING CIRCULATION!

Its advertising rates are the lowest of any Worcester paper, per thousand. Present average circulation over 17,000 copies each night.

JULIUS MATHEWS, Representative

"A good New England daily in
a good New England field"

Barre, Vermont

keeps on growing. Without canvassers, schemes or devices, so does the circulation of its only paper, the

Daily Times

It not only covers Barre, but a good portion of the towns in Central Vermont—the growing part of the State. It circulates over 5,500 copies daily. For rates, etc.,

*JULIUS MATHEWS,
Representative.*

KEEPING A LIVE TECHNICAL MAILING LIST.

HOW GOOD LISTS ARE BUILT UP—
TRADE PAPER AND MAGAZINE AD-
VERTISING AS PRODUCER OF LIVE
NAMES—FOLLY OF "BLANKET"
CANVASSING.

By L. F. Hussey.

Advertising manager, Wells Brothers
Company, makers of tools and ma-
chinery, Greenfield, Mass.

Your mailing list is a prolific source of profit or of expense. It may not be showing a perceptible loss—on the contrary, it may show a profit—but is it getting the results that it should and could get? If it is not, it is losing money for you by just so much as the amount of profit it should and could show and does not.

In the hands of a sales or advertising manager who understands its possibilities, it is a business tool of high power efficiency—an order-getter. It is the voice of the house speaking to its customers and prospective customers; and, according to what it says and how it says it, prospective customers are turned into active ones, or continue to be merely "prospective."

A good list is not built up in a day or a week. It is the growth of time. Bear in mind, a *good* list. Many of the lists in active operation to-day are only fair, and a great many are poor. One often finds in the technical and business magazines ready-made lists for sale. These often look good, and it seems an easy and quick way to get a mailing list. But the fact is, that most of them are so general in character that they are not good purchases for anybody but a manufacturer of goods of a most general character.

They may be "guaranteed" as to accuracy of names and addresses to the extent of refunding postage for all inaccuracies—but what does it profit a manufacturer of machinists' tools, for instance, if such a list is absolutely correct in names and addresses if many of the names are those of shoemakers, drygoods clerks, and all sorts of small merchants?

What the manufacturer needs is a correct list of names of people who use tools like those that he makes, and who might be induced to buy his brand. In the gathering of a list like that, it pays to "make haste slowly."

The best mailing list is that built up from day to day, week to week, and month to month, from inquiries that come into the office for catalogues or circulars, and from orders that come in without traceable solicitation; the regular customers of the house, of course, being the base and starting point of the list.

Many inquiries and trial orders are usually developed by the trade journal or magazine advertising if it is what it ought to be, and while the mailing list will grow comparatively slowly from these inquiries and small orders only, the house *knows* that its list is all meat, and that every addition to it is also solid meat—and to have that assurance is worth some good American money.

It is not safe, however, to put every inquirer on the list until each one has been tried out. This try-out separates the people who are really interested, and who will be good prospects, from those who are merely curiosity-seekers. It is better to be sure than sorry, and if all names that come to hand are immediately put on the list, it is bound to be weak in spots. Two cent postage on stuff sent out tells whether or not the names and addresses are correct, but it does not tell which of the names and how many of them stand for real good prospects.

Therefore, it is worth while to build slowly and a little at a time. This is an application of the principles of intensive advertising, because it results in the maximum production of results with the minimum waste. The whole list or field of prospects will stand profitably the closest cultivation.

Every mailing list should be divided and subdivided. No one can give rules for doing that because the classes or divisions must be adapted to the particular business in which the house is engaged. The first division, of

course, is the separation of active customers from prospective ones. The active customers, it almost goes without saying, should not be neglected just because they are active, but every effort should be made to keep them loyal.

Both active and prospective customers' lists can then be subdivided according to occupations, sexes, purchasing powers, classes or qualities of goods interested in, or, in fact, in any way that will best give the house a line on their value to it.

It is a bad mistake to send to the entire list literature that is manifestly of prime interest to but a part of it, just because it seems cheaper to print one circular instead of two or more. Boiler-makers are not interested in gauge makers' tools, although the same house may make tools for both classes; and while individual circulars for each class cost more to print than one circular for both, the returns more than justify the extra expenditure; and returns are what we are after, for the efficiency of direct advertising and the value of the list are judged by the results.

Another bad mistake is to attempt to write literature to cover a list comprising several different classes. Such literature is bound to be weak and pointless, because it must be general in terms and vague in selling arguments instead of specific and forceful. What will hit one class of possible purchasers may not, and probably will not, make any impression on the other classes, as "blanket" literature must be written in general terms. This is unprofitable. A shotgun is good for small game—and small results—but it needs a rifle ball to bring down big game—and big results.

Your mailing list will be what you make it. Its divisions represent so many bulls'-eyes, and to hit them every time takes skill, and patience, and care—but every time you hit them you get first prizes—more business. Your mailing list will *always* require constant oversight and frequent weedings, but that is not an expense, because the elimination of waste is a profit.

One of the great classified mediums of New England

The New Haven (Conn.) Register carries two full pages of small classified ads—

FOUR TIMES as many as any other New Haven paper—

RESULTS—In a number of instances over One Hundred Replies have been received in answer to a small classified ad.

Classified Rate: 1c a word; 5c a word for full week, six times daily and one time Sunday.

New Haven Conn. Register

JULIUS MATHEWS, Representative

C. F. KELLY

Begs to announce that he has severed his connection with Hand, Knox & Company, and on May first will open offices of his own as

Newspaper Representative

Suite 7073-7075

Metropolitan Bldg.

New York City

Mr. Kelly for the past two years has been Treasurer of Hand, Knox & Company, and solicitor of advertising for the Hand, Knox & Company newspaper list.

OAKLAND, CAL., PROFITING FROM COUNTRY WIDE NEWSPAPER ADS.

\$2,400 SPENT IN LEADING NEWSPAPERS BRING MANY FIRST-CLASS REPLIES—ROOSEVELT USED TO GIVE AUTHORITATIVE POINT TO CITY'S CAMPAIGN.

By W. Theodore Watson.

A few years ago Oakland was being made the butt of at least one joke by every team of dialoguists appearing on the Orpheum circuit in San Francisco. "How's your brother, Bill?" "Oh, he's dead." "What, dead?" "Well, same thing—he went to Oakland." "San Francisco's bedroom" was a favorite appellation applied to the city across the bay.

Late last year the Oakland Chamber of Commerce decided it was time to do something special to attract Eastern settlers and capital to her doors and let some of the rest of the world know of the opportunities she had to offer. Accordingly a double spread was run in the *Saturday Evening Post*, which was all the Chamber had planned for. The results were so good that it was determined to do additional advertising. About two months ago a competition among the leading advertising agents of Oakland and San Francisco was started for the best plan submitted.

The Honig Advertising Service, of San Francisco and Oakland, was awarded the account, and their plan hinged on a clever scheme for taking advantage of President Roosevelt's letter of praise of Oakland, and his general popularity.


As the amount of money set aside by the Oakland Chamber of Commerce for this work was only \$2,400, an extended campaign was out of the question. How to apply this small fund advantageously where the most good would result was a serious and somewhat difficult task. As it was desired to reach and attract people having at least some means—people who would be prepared to enter into a mercantile

business, start a factory, practice a profession, or be ready to accept and fill good salaried positions—"city folks" in other words—the Chamber and its advertising man decided to place copy mainly in newspapers circulating in the more densely populated centers of the Middle West and East.

Four pieces of copy were prepared, each six inches across two columns. The letter referred to above is run as an introduction

His prophecy fulfilled

Shortly after his election to the Presidency Theodore Roosevelt visited Oakland. In a letter written in Oakland at that time to a friend in Washington, he said: "Oakland is a city just across the bay from San Francisco, which one finds the only one of Italy and the beauty of English villages combined with a glimpse of Western Progress and commercial advantages which will soon pay so far as I am able to judge from my limited observations, make it the greatest railroad terminal on the Pacific Coast."



THE great railroads terminating in Oakland have authorized expenditures aggregating \$12,000,000 to Oakland traffic and terminal facilities. The city has planned to improve her water front by an expenditure of \$25,000,000. Splendid manufacturing sites with coal and water transportation are all available at low figures. The climate is ideal and the residential advantages for employer and employee unsurpassed. Oakland is indeed a leading, beautiful city of thousand-dollar opportunities and 200,000 population. Write for a general book of names and literature free.

OAKLAND
CALIFORNIA
THE CITY OF OPPORTUNITY

ONE OF A NEWSPAPER SERIES RUN
THROUGHOUT THE COUNTRY

to each ad, and is brought out by such catch lines as: "He was right," "That day is now," "His prophecy fulfilled," "This man knows." The copy is illustrated with striking halftones of the ex-president in characteristic attitudes, pointing with one hand within a circle showing the location, population and railroads terminating in Oakland. One ad tells of the manufacturing opportunities to be found in Oakland, another dwells on educational and residential advantages, another shows what the municipality and railroads are spending to improve waterfront and termi-

nals, another explains Oakland's fine climate.

With the columns of every paper in the country full of the doings of the famous American and every word of it being eagerly read, there is no doubt of the attention they get, run simultaneously with the news stories filled with talk of Roosevelt.

At this writing two of the ads have appeared and the Chamber has on file over 700 high-grade replies. Almost without exception each is well written, tells how much money the inquirer has, what his business or profession, how large his family, if any, and shows in every way a serious intention. Many ask the advice of the Chamber after stating their condition. The tone of the questions asked about Oakland in these letters also indicates a businesslike frame of mind on the part of the inquirers.

The four pieces of copy were inserted, one each week, making four weeks in all, in the following list of papers, which, though by no means as complete as would have been desired, yet was as full as the small sum at hand permitted:

New York *World*, Boston *Herald*, Philadelphia *North American*, Pittsburg *Dispatch*, Chicago *Tribune*, Cleveland *Plain Dealer*, Milwaukee *Sentinel*, Kansas City *Star*, St. Paul *Dispatch*, Minneapolis *Journal*, St. Louis *Globe-Democrat*, Christian Science *Monitor*, Winnipeg *Free Press*, and one insertion in *Farm and Fireside*. It may be of interest to know that so far the New York *World* has brought the largest number of inquiries.

SUBSCRIBES FOR TWO COPIES.

JOHNSON EDUCATOR FOOD CO.
BOSTON, MASS., April 11, 1910.

Editor of PRINTERS' INK:

We are in receipt of your copy of PRINTERS' INK containing the article which the writer sent you relative to the decision by the examiner of interferences relative to the word "Educator" being refused upon fish and fish products.

We wish to thank you for the space you gave us and if we were not already receiving two copies, we certainly should subscribe before going to bed to-night.

T. M. BARBOUR.



Binghamton, N. Y.

THE BINGHAMTON PRESS circulates over 21,000 copies daily.

52% of them go into Binghamton and suburbs (Lestershire, Endicott, Union, and Port Dickinson).

70% of them go into the section comprised within a radius of 20 miles of the Press building.

80% of them go within the 30-miles radius, and more than 89% of them go within the 40-mile radius.

You can cover Binghamton and suburbs completely with the BINGHAMTON PRESS.

It's a model 20th century evening newspaper. Ever see it?

It took brains and money and tireless energy to make it what it is, but it is worth it, and so is Binghamton, N. Y.

Ask us to tell you more about both.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

WAKING UP THE HARDWARE TRADE.

JOBBER AND MANUFACTURERS BOTH IN NEED OF WIDER ADVERTISING ACTIVITY—THE SITUATION IN THE HARDWARE TRADE—TRADE PAPER ADVERTISING.

By Raymond R. Glenn.

Formerly assistant advertising manager, Yale & Towne, New York.

The Thomas list of hardware dealers gives approximately 35,000 dealers in the United States and Canada. These range from the large city stores, which stock some 50,000 different hardware articles, and which are really department stores, to the general country store with a hardware department and the small locksmith. To supply these dealers there are about 5,000 manufacturers, and from 700 to 800 jobbers.

The hardware jobber's salesman are aggressive, but not progressive. Their aim is to take orders generally along the line of least resistance. The jobber does not wish a trade-marked line to become firmly established. Frequently he pushes private brands. Often he sells inferior goods, because of a larger margin of profit. Some jobbers are also manufacturers. And as such they are large advertisers. Also some jobbers are retailers, and as such are aggressive advertisers. But seldom is a jobber a large advertiser as a jobber. His chief effort in this line is his catalogue. The cost of this and sometimes the cost of distribution he gets from the manufacturer (if he can) in the guise of "charges" for listing of goods. Many large retailers deal directly with the manufacturers.

The first advertising of the manufacturer seeking to interest the hardware trade to be considered is the catalogue—which absorbs about 75 per cent of the money spent for advertising in the hardware field. These catalogues range from crude booklets, costing a few cents, to the handsome builders' hardware catalogue, costing \$5 or more. Perhaps 90 per cent of the catalogues which reach the hardware dealer are poorly

edited and 75 per cent are poorly printed. The chief defect in their get-up is that the manufacturer gives information in such shape that it is not readily understandable. Seldom is a catalogue intelligently indexed, and price lists are too complicated and changed too often.

But, perhaps, the chief defect in relation to the catalogue is *lack of efficient distribution*. It is the rule rather than the exception to confine the distribution of a 25 cent catalogue to about 10,000 dealers. These are generally the dealers who reply to a circular asking for the catalogue, and naturally do not represent at all the 10,000 best dealers.

The matter of helping the retail dealer to help himself has been given much attention by many manufacturers. This help generally resolves itself into supplying the retailer with literature for distribution, window displays, newspaper advertisements and outdoor signs. As a rule this help is welcomed, but it is not always used intelligently. As an illustration of the energy devoted to this class of advertising it may be noted that some time ago a general catalogue gotten out by the Simmons Hardware Company, St. Louis, used a large section to acquaint the dealer with the advertising helps which he could have on request to push the sale of Keen Kutter tools. The methods used in this phase of hardware advertising would make a good-sized article if we were to discuss them. As an illustration of available data, it may be noted that of 1,160 hardware retailers using space in their local newspapers on a given date, 795 used two-column advertisements, 108 three-column, and 175 single column. These spaces were largely 3, 4 and 5 inches deep—the 5-inch spaces being most numerous in every case.

Trade papers play a considerable part in hardware advertising. There are some ten of these scattered over the country, the most prominent of which are: *Iron Age*, *Hardware* and the *Hardware Dealers' Magazine*. Probably not

more than 700 of the 5,000 hardware manufacturers use the trade press, even at intervals. The spaces used average quite small, and the copy, on the whole, is creditable. There is a need of much more and better hardware trade paper advertising.

It must be noted here that the hardware field has proved very attractive to the mail order house. Stoves, guns, washing machines, household implements and much farm equipment is now sold through this channel. The hardware dealer, while active in combating the mail order house, has failed generally to fight it with its own methods.

In the matter of circularizing, it seems impossible that representative hardware firms should not get a single piece of printed matter from a given manufacturer in years. Yet this is generally the case. The little manufacturer may be excused for such oversight, but the strong, big firm should not lose such opportunities.

In spite of the heavy general ad-

vertising of saws and other tools, vacuum cleaners, paints, guns, razors and roofing, it must be said that the hardware field employs very little general advertising as yet. There is one explanation that may account in part for this. Trust arrangements in this field have tended to reduce the volume of money spent for advertising rather than to increase it, as in some other lines. Still, this does not account for the field as a whole, and it is not only possible but probable that the next five years will see enormous developments in the general advertising of the hardware field. Aside from newspapers and magazines, the farm papers afford a particularly fertile field. Street car and outdoor advertising will also get attention. It is interesting to note in this connection that few hardware products are trade-marked, and most of them do not have even trade names. Such a situation undoubtedly must be remedied if manufacturers do not wish to be outclassed.

MR. E. LE ROY PELLETIER

of the E. M. F. Co.,

and one of the brightest men in the automobile trade, paid us a distinct compliment (and incidentally \$500) when he

Selected the May SUBURBAN LIFE

as the first magazine this year to print in color a

Back Cover for E. M. F. Automobile

He probably had noticed that Suburban Life was printing more color advertising of Automobiles and Supplies than any other monthly magazine of general circulation.

See our May issue, a copy of which we shall be pleased to send with our compliments to any intending advertiser.

FRANK A. ARNOLD, Advertising Manager
44 EAST 23rd STREET, NEW YORK

GRAHAM C. PATTERSON, Western Representative, 338 Marquette Building, Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Treasurer, R. W. LAWRENCE. Secretary, J. I. ROMER. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. WM. S. GRATHWOHL, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, May 4, 1910.

The Frenzy for "Dealer Work"

It was very well that advertising should leave behind the blind waste of spread-eagle general publicity, with its joyful freedom from worry about distribution; but now there seems to be a general epidemic of hypnotic attack on the dealer.

"Flash sheets," displaying gorgeous "campaigns of consumer advertising," most cleverly shaped to provide the greatest amount of "impression on the dealer," at the lowest possible expense, are as numerous as the dodgers of old. Some of them are so elaborately gotten up that they cost almost as much as the consumer campaign which they are supposed to tell about.

The presumption that the dealer will swallow all of the extravagant claims made by some advertisers is only possible if the dealer is conceded to be a gullible incompetent—which he decidedly is not.

Advertising is being done by some advertisers in only one or two publications, purely and confessedly for the "effect on the dealer." A number of important technical advertisers recently gath-

ered together admitted the same motive in their general advertising.

There is a dangerous mixture of purpose in this idea of advertising, and its falsity is bound to show in the long run. The eager desire to stock dealers on the strength of general advertising done should not outreach the desire to make that general advertising effect sales *with consumers*. The big, important, serious work is with the consumer, and the narrowing down of advertising campaigns to the point where it is calculated more to impress dealers than consumers is like the ancient folly of sawing off the limb on which one sits.

The effect of such a condition on the retail clothing business is described by a writer in this issue. It is a general mistake, however, not confined to any line of business, and is a distortion of the very healthy desire for distribution. It would be better to educate the trade in trade papers to appreciation of the article rather than shout huzzahs about a small consumer advertising campaign.

In the general interest of advertising and the confidence of the retailer, there should be a better balanced planning of campaigns, in which neither the vital importance of big, vigorous creative work with consumers, nor square-dealing, truthful work upon the trade would be over-emphasized, underestimated or misrepresented.

One Editor's Answer to a Press Agent

It is surprising what effrontery some press agents still display, in spite of the growing hostility toward them by publishers, and with what bravado they attempt to "put over" new coups on the editors, just as if the latter had no knowledge of their real aims and intentions. An instance is at hand in the case of the "Publicity Bureau" of the National Wholesale Liquor Dealers' Association. This bureau recently sent a circular letter broadcast to the

newspaper editors, which reads in part as follows:

"This bureau has been organized for the purpose of disseminating to the newspapers of the United States news, editorial and special matter bearing upon the question of Prohibition, that the public may be truthfully informed upon its various phases, that out of the present chaotic conditions a sane and logical way may be found to deal with a question, which, when agitated from the point of either extreme, inevitably leads to injustice and invokes the public in strife and misunderstanding. This frank statement is made to you for the purpose of having you understand that it is no part of the plan of this bureau to deceive you, nor to clandestinely address you other than in a truthful and open way."

We can think of no better answer to such a statement than is contained in the reply of the Allentown, Pa., *Call*, which printed the letter on its editorial page, with this caustic comment:

"I understand you are willing to supply copy free of cost to the printer upon the question of Prohibition, that the public may be truthfully informed upon its various phases. Now, isn't it a fact that your entire purpose is to protect and promote your business? If you wanted an attorney, would you expect him to take your case because you supplied him with the facts? And don't you think you should be willing to pay the printer just as well? The printer doesn't get whisky for the asking. To be candid, don't you think it is an exhibition of gall to ask the newspaper printers to serve its members free of any cost?"

About Quotation from Printers' Ink

Naturally the editorial matter upon which PRINTERS' INK spends considerable money and talent has business value to many concerns.

The following letter from an advertiser is a sample of many received:

STILL STOVE WORKS.

ROCHESTER, April 20, 1910.
Editor of PRINTERS' INK:

There is hardly an issue of PRINTERS' INK that does not contain articles we should like to repeat in our little House Magazine, *Sterling Spirit*.

Have you any objection to our reprinting these articles in whole or in part, of course giving full credit for their source?

ARTHUR N. DAY,
Advertising Department.

PRINTERS' INK has not the slightest objection to the reprinting of matter from its pages, if

proper credit is given, and if matter is not separated from its context nor its meaning in any way distorted.

Frequently PRINTERS' INK finds itself quoted in a manner absolutely misrepresentative, by some advocates of a particular class of medium or of some special advertising method. In a few cases absolutely falsified quotations have been circulated.

The standing of PRINTERS' INK with advertisers is an asset to the entire business, and PRINTERS' INK asks its friends and readers to assist in maintaining its high standards by promptly reporting any misuse or distortion of its editorial matter. PRINTERS' INK represents the entire business and advocates no favorite methods. Its field is every sort of clean advertising and good selling methods which bring results, both now and in the long run.

An English Tenderfoot in the Tenderloin

Americans who were hopelessly lost to good form, as under- stood by Englishmen, could with difficulty hide a grin when they heard that the very pretentious Café de l'Opera had closed down in the face of New York's unregenerate Tenderloin. They were very sorry for the creditors, of course, and had a fellow feeling for the misguided pilgrim who was at the head of the newest lobster palace when it opened for business about the first of this year. But its fizzle was so evidently a breaking of the rules which Englishmen had laid down for the guidance of American business pioneers in London that a smile was not considered out of place.

It seems to be generally understood that the failure was directly due to a rule requiring visitors at the Café de l'Opera to appear in evening dress. The manager, who formerly presided over the Hotel Savoy in London, fathered the regulation, without having a ghost of a doubt that New Yorkers would make haste to put on their dress duds and crowd

through the swinging doors in the usual Lobster Palace droves.

That man made the radical mistake of not studying his market. He doubtless had noted with more or less satisfaction the failure of Americans to capture the London patronage with American methods. Furthermore, he may have known that one Selfridge, an American, was getting on nicely in London, because he had profited by the mistakes of his predecessors, and had made his shop the most English of them all.

If he had studied American customs he would have understood that we are not a people who uniformly dress for dinner, as Earnest Elmo Calkins, in **PRINTERS' INK**, warningly iterated long before the sheriff arrived.

Public Benefit Ad- vertising

There seems to be a growing appreciation that advertising's value is not necessarily confined to soap and shoes, but that it is, after all, a modern method, adaptable to any purpose in which the influencing of the public mind is desired.

An article by Edward A. Moree in the April number of the *American City* describes the educational campaign carried on in Illinois to stir up sentiment against a Fourth of July marked by promiscuous explosive fireworks and much carnage. While the efforts of the workers were given much publicity by the newspapers, the men who had the matter in hand used a considerable amount of paid advertising. Posters and billboards were used to exploit the death rate of previous Fourths, and to ask the public: "Are you in the Independence Day Campaign for More Patriotism and Less Noise?" The copy then gently made a "touch" by suggesting that those interested contribute one dollar to the educational fund.

Street cars were also used in this campaign. But it is stated that the most effective advertising was done by means of large

display space in the newspapers. Contracts were made at the regular charity discount rates, the copy to be run three times a week. The copy was changed weekly. A significant thing about this campaign was that, though there was every "philanthropic" appeal to make to newspapers for free space, it was, nevertheless, deemed more effective to use *display* advertising.

The newspaper advertising outlined a practicable, fire-workless Fourth, with a programme in detail for the forenoon and the afternoon. From the parade in the morning to the official municipal display of fireworks in the late evening, the copy made out a most interesting day.

The force of this advertising appeal, the article explains, was responded to by the people of the city most encouragingly, and the contributions to the funds of the Independence Day Association were generous. Mr. Moree, formerly night editor of the *New York Tribune*, is working on similar plans for a tuberculosis campaign.

PERSIMMONS AND PRICE CUT- TING.

I saw a fellow knocking down persimmons last fall, before we'd had a frost. If you've ever eaten persimmons before the frost has touched them you know how juicy they are.

When I asked the fellow why he didn't wait until they were ready to eat he said, "I'm afraid the other fellow will come and get them and I will lose my share."

That's about the same logic a lot of merchants use in selling goods. They are so almighty afraid that the other store will sell a few goods at a profit that they cut prices promiscuously and no one makes a profit.

Instead of fighting their battles on right principles—fair prices and good goods—they attempt to fight a price battle, with the result that their orders, like the early persimmon-picker's persimmons, do them no good; their prices, like the persimmons, bear no juice. No wonder some merchants wear a puckered countenance.—*Bucks Shot.*

Frederick L. Colver, well known among advertisers by his former connection with *Leslie's Monthly* (now *American Magazine*) and *Success Magazine*, is now being heard from as a shipbuilder and maker of marine machinery under the name of the Waters-Colver Company, West Brighton, S. I.

Largest High-Class Evening Circulation
in New York

The Globe
AND **Commercial Advertiser.** ESTD.
NEW YORK'S OLDEST NEWSPAPER.

The purchasing power per thousand of circulation of the Globe is unexcelled by any newspaper sold at any price.

Read these remarkable gains in advertising:

	1910 Lines	1909 Lines	Gain Lines
January . .	333,671	288,653	45,018
February .	268,627	218,836	49,791
March . . .	358,830	294,970	63,860
	<hr/>	<hr/>	<hr/>
	961,128	802,459	158,669

New York's Oldest Daily Newspaper.

Founded in 1797.

AD MEN AS MINSTRELS.

Certain members of the Pilgrim Publicity Association of Boston appeared before the members of the Springfield (Mass.) Publicity Club as minstrels. Carroll J. Swan, leader of the visitors, was interlocutor.

Among the "dames" those who shone most seemed to be H. Dwight (Carrie) Cushing, with a screaming exposition of Paris modes received by wireless; E. B. (Fannie) Fraser, beloved of thousands of American homes, the reincarnation of little Eva; Hugh (Billie) Burke, D. M. (Mary) McArthur, everybody's favorite, in fancy steps; Harry (Katy) Curtis, barbarous and buxom, although denying his advertised weight of 478 pounds; E. J. (Geraldine) Goldston and R. M. (Pearl) Purves, the fire devourer.

Among the men whom the ad men called "bruisers" appeared Egerton (Chi Chi) Chester, who eats pills alive; Walter L. (Windy) Weedon, Worcestershire sauce comedian; J. H. (Hateful) Habberly, in his great act, "How I left Bennington"; Charles (Dreamy) Door, the original Uncle Remus of minstrelsy; Henry (Kinky) Kuhns, conversational artist, in his sketch of "The Crime That Put Me on Ellis Island"; Henry (Merry) McNichol, the "Harry Lauder of Boston"; Charles (Papa) Parr, who sang soulfully "How I Tanked the Tank in Boston Town"; Walter E. (Andy) Anderton, the world's greatest tragedian, to say nothing of his recognized fame as the greatest comedian; James S. (Alex) Alexander, the famous author of "How To Be a Gentleman Though on a Newspaper," and Tilton Bell (Mutt), ex-alderman, ex-senator, ex-everything, in his monologue of "What to Eat."

ADVERTISING AND THE FOSTERING OF WANTS.

In Chicago, a few years ago, the State street department stores got together and agreed that their competitive advertising was too great a tax. They united in a mutual promise to confine their advertising, each store to a single column daily. The result was that in one week their combined sales dropped 60 per cent. It wasn't tried again. Women buy because advertising awakens and fosters their wants.

Why have Americans abandoned the good old-fashioned breakfast which used to be thought necessary to make us stout for the day—beginning with pancakes and ending with doughnuts, with sausage and potatoes and ham and eggs and apple sauce and pie between. Nothing but the advertising of breakfast foods has so changed a national habit in a single generation. Would the breakfast-food makers dare stop their advertising on the notion that the demand for these foods has become so natural that they needn't be fostered?—*Frothingham's Magazine—Unlimited.*

The American Lumberman has issued a book of lumber ads for retailers which is aimed to encourage more lumber advertising. The layouts and copy are excellent.

MYSTERIOUS ALTMAN ADVERTISING.

NEW YORK CITY, April 18, 1910.

Editor of PRINTERS' INK:

No one would ever dream of catching an old respected New York firm like B. Altman & Co. starting any sort of a puzzle guessing scheme.

Here is the evidence, though, taken from the April 6th issue of the *Phoenix, Ariz., Gazette*, and it is appearing in other local papers throughout several states, running D.C., usually outside top column surrounded by reading matter. It also appeared a few weeks ago, I believe, in the *Saturday Evening Post*.

"B. Altman & Co.

Have ready their catalogue No. 101 for the Spring and Summer seasons and will mail a copy upon request.

Fifth Avenue, 34th and 35th Streets, New York."

What sort of a catalogue is it? That's the puzzle. Is it a wholesale catalogue like Marshall Field's or a catalogue for retailers such as Lord & Taylor issue for their Onyx hosiery and Merode underwear? Is it for jobbers or dealers or is it intended for the home? Is it for men or women? Is it a jewelry catalogue like Tiffany's or a children's apparel catalogue like Best's or a catalogue of linens like McCutcheon's? Everybody has a chance to guess—school children, country storekeepers and all. It's the most baffling catalogue puzzle scheme I've ever seen.

I have so high a regard for the firm of B. Altman & Co. that I refrain from saying the unnice things that ought to be said about this kind of advertising.

W. R. MESSENGER.

A six months' record of advertising out of New England, compiled by *Collier's*, gives the following figures for October 1st, 1909, to March, 1910:

Outlook	51,359
Post	52,717
Collier's	38,550
Literary Digest	34,811
Everybody's	28,769
American	26,170
McClure's	26,064
Munsey's	23,242
Cosmopolitan	22,993

The San Francisco Advertising Men's Association, at its luncheon held April 13th, elected F. E. Scottford vice-president; J. Charles Greene, second vice-president, and Luther E. Fitch third vice-president. It has 114 members. It is expected that the Association's coming advertising exhibition will realize fully \$1,000.

The association was addressed as follows: W. B. Webster on "The Manufacturer of San Francisco"; S. P. Johnston, "A Plan for Advertising San Francisco"; J. S. Swan, "What San Francisco Has to Offer"; Luther E. Fitch, "What the Newspapers Are Doing for San Francisco."

The Only Way

The only way for you to participate in the rich and varied purchasing power of the great textile industry of the United States, is to advertise in the **AMERICAN WOOL AND COTTON REPORTER**, published weekly, and now entering upon its twenty-fourth year. We solicit your advertisement.

In a large textile mill there is a purchasing agent who buys the small supplies; there is a wool buyer who purchases all of the wool; the treasurer buys the cotton; there is a special dye-stuff buyer who purchases the dye stuffs and chemicals; there is a chemist who analyzes the coal and the chemicals, and whose opinion is the basis to some extent of the purchases by the treasurer and manufacturing agent. In the purchase of machinery, new equipment, textile mechanism, etc., the overseers of the various departments are consulted and visit other mills and machine shops. In the introduction of certain new devices, the master mechanic and mechanical engineer are also sometimes prime factors; hence, in the class of mill to which we have just alluded, no less than twenty-five persons are influential in the introduction or purchase of the various forms of equipment or supplies.

The **AMERICAN WOOL AND COTTON REPORTER** is the only publication in the United States whose contents interest alike the executive officers and the overseers of the various departments in the textile mills. We are now actively engaged in the preparation of a directory of thirty thousand names of the "Men Who Make the Textile Industry." Those not yet in type constitute the lists upon which we are working for new subscriptions to the **AMERICAN WOOL AND COTTON REPORTER**, with a possible final list of thirty thousand paid subscribers. Write to us for advertising rates.

American Wool and Cotton Reporter

FRANK P. BENNETT & CO., Inc., Publishers

530 Atlantic Avenue

Boston, Mass.

but the retailer always is appreciative of straight, argumentative talk. He is trying to get his ads to sound that way, usually, and he appreciates "short arm jabs" and vigorous, meaty copy.

To say that dealers won't read it is to deny what dozens of trade-paper advertisers in many lines are proving. Some of the copy shown herewith is evidence that snappy copy is paying and is read.

Arthur Capper, publisher of the *Topeka Daily Capital* and a group of periodicals known as the Capper Publications, has offered a prize of \$100 for the best essay submitted by a student of the department of journalism of the University of Kansas on the subject, "Editorial Independence in Modern Journalism." The treatment of the topic is to be both investigative and argumentative. The prize is to be awarded by Prof. Hopkins.

"If it pays to advertise soap, sarsaparilla and candy, it certainly ought to pay to advertise religion and the church," declared Rev. Dr. C. H. Hubbell, Secretary of the Young People's Work of the Methodist Protestant Church at its annual conference held April 8th in New York.

A total of 5,085 columns of paid advertising appeared in

The World-Herald (Omaha)

during the first quarter of this year. The *World-Herald* led the next Omaha paper by 34%.

The home circulation of 52,000 is the thing that "delivers the goods" and attracts discerning advertisers.

The local advertiser knows.

VERREE & CONKLIN (Inc.)
Representatives
New York and Chicago

REMOVAL NOTICE

MORSE INTERNATIONAL AGENCY

ESTABLISHED 1849

ADVERTISING

HAS REMOVED ITS BUSINESS TO NEW OFFICES AT

Fourth Ave. and 30th St.

Our knowledge of best methods—based on more than half a century of experience in handling the business of many of the world's most successful advertisers—is continually at the service of our clients.

**WE INVITE CORRESPONDENCE WITH REGARD TO
THE PLACING OF LARGE OR SMALL ACCOUNTS**

A GREAT BARGAIN FOR ADVERTISERS

"The second month we used your Magazine, it stood at the top of my list. It's doing fine work."

This is what one of our friends wrote us. We hear good reports from all sections.

Ask your Agency what they think of the drawing power of

PARIS MODES

200,000

**Legally-Guaranteed
Circulation**

Only 50 Cents a Line

**Rate Goes Up With October
Issue**

Paris Modes is bringing satisfactory results for others—no reason why it can't for you. It is seldom you can reach 200,000 women buyers for 50 cents a line. Better take advantage of present rate.

Forms for July close May 20th.

PARIS MODES

**36 West 24th Street
New York City**

"Ask Our Advertisers"

MERCHANDISING AND ADVERTISING.

Before the Advertising Forum of the West Side Y. M. C. A., April 25th, addresses were made by Robert Tinsman, vice-president of the Federal Advertising Agency, and R. A. Holmes, advertising manager of the Crofut-Knapp Co.

Mr. Tinsman took the subject, "Merchandising Advertising," which he took to be, he said, the ability to advertise with certainty so as to create maximum results. He urged careful study of trade situations and the exploitation of unforgettable distinctions. As instances of the latter he quoted such phrases as "Buy a Jewel and Save Fuel," "Barrington Hall Coffee, Bakerized and Steel Cut," "Don't attempt to drive a merchant," said Mr. Tinsman; "rather try to lead him and then you will find that he will be a partner to you of the right sort." Mr. Tinsman made specific reference to the Wooltex account and the way in which Morris Black developed a talking point for his product in his acid test, showing the all wool quality of a cloth.

Mr. Holmes' speech is reproduced in part elsewhere.

ADVERTISING KANSAS.

Business interests in Kansas are making a determined effort to advertise the state. At a recent banquet of Kansas real estate dealers the matter was canvassed with considerable enthusiasm.

Marco Morrow, advertising manager of the Capper publications, showed that Kansas has to advertise: Fifty-two million acres of good land, 1,700,000 hustling and loyal residents, and about 180,000 farms. There is easily room, he said, in Kansas for 100,000 more farms. Mr. Morrow urged that advantage be taken of "back to the farm" movement. What is the matter with Kansas, he said, is a failure to turn into the state its share of homeseekers flocking west. Commercial clubs should be interested, and \$1,000 a month be spent in mediums of general circulation outside of Kansas—national farm papers, national weeklies and magazines. Mr. Morrow announced that Mr. Capper would, if the state would advertise, donate \$1,000 worth of space in the *Missouri Valley Farmer*.

ONLY ONE "READ RELIGIOUSLY."

PEPSIN SYRUP COMPANY.
MONTICELLO, ILL., April 23, 1910
Editor of PRINTERS' INK:

We enclose check to cover three years. Our last renewal was for five years, and we do not remember a time during the past eleven years that we have not had "The Little School Master" in our office; in fact, it is the only publication of the kind that we regularly subscribe for and read religiously.

ALLEN F. MOORE,
Manager.

FARM PAPERS GET CIRCULATION AUDITED.

The Association of American Advertisers has certified circulation figures as follows for the year ending March 31, 1910: *Orange Judd Farmer*, total paid, 91,708; paid and unpaid, 103,283; *American Agriculturist*, total paid, 126,439; paid and unpaid, 135,170. *New England Homestead*, total paid, 46,561; paid and unpaid, 54,103.

The Ad Men's Club, of Fort Worth, Texas, met at noon, April 18th, at luncheon. J. W. Mitchell, a local insurance man, spoke upon the subject, "What Every Business Man Should Know About Insurance." The week previously the club was addressed by C. W. Stanton, advertising manager for a local department store, on the subject, "Suggestive Advertising." Mr. Stanton said, in part: "In advertising we should avoid assertions, for assertions provoke argument. A suggestion, on the other hand, starts a line of thought, and fixes a picture in the subconscious mind. Uneda Biscuit is a fine example of suggestive advertising, as well as the signs which advertise Coca-Cola, Bull Durham and the Ham What Am."

The Progressive Union of New Orleans reports it is doing a far-reaching work along publicity lines in the interests of New Orleans, Louisiana and vicinity. During the past twelve months the Union has given away and distributed to all parts of the United States, England, France and Germany no less than 2,468 photographs taken locally. These have gone to newspapers, magazines, trade journals, lecturers and high schools.

Over 200 prominent shoe manufacturers and leather dealers from the various shoe centers of Massachusetts met April 21st at Lynn to talk over the booming of their district as a center of the shoe industry. Charles C. Hoyt, president of the New England Shoe and Leather Association, quoted figures on Lynn shoe manufactures, and also advocated the widest publicity for New England and New England products.

Edmund S. Lancaster, of the Golane Special Agency, has been appointed Eastern representative of *Keith's Magazine on Home Building*. An advertising campaign in general magazines for subscriptions has been started.

Some of the men who worked in the editorial department of the Springfield *Republican* twenty-five years and more ago renewed old memories at a recent dinner in Springfield. Those present included Louis A. Coolidge, formerly Assistant Secretary of the Treasury; Herbert S. Underwood, of the Boston *Advertiser*; Robert H. Lyman, managing editor, New York *World*; William W. Gay, of the *World*; Hamilton Ormsbee, Brooklyn *Eagle*. Col. George Harvey, of the Harper publications, was unable to be present.

PUBLICITY secured through so-called publicity agents usually fools the man who pays for it, the publisher who is worked for it, and even the man who promulgates it.

The man it doesn't fool is the reader.

H. E. Lesan Advertising Agency
527 Fifth Avenue, New York
Telephone 3023 Murray Hill

THE LARGEST PRIVATE PRINTING PLANT on the Pacific Coast is owned and operated by the BENEDICTINE FATHERS AND BROTHERS.

It is devoted exclusively to the publishing of their three periodicals: ST. JOSEPH'S BLATT, ARMEN SEELEN FREUND and MT. ANGEL MAGAZINE.

It is thoroughly up-to-date and compares very favorably with any secular periodical publishing house for its size—8,000 square feet.

Advertisers reap rich returns. Rates on application.

RALPH C. CLYDE, Ad. Mgr.
Goodnough Bldg., Portland, Ore.

Liberall commission and exclusive territory offered to reliable representatives to obtain business for our regular and special editions.

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

To reach the CATHOLIC GERMANS of St. Louis, Cincinnati and the entire Ohio and Mississippi Valley use either or both editions of the

Herold des Glaubens

Circulation nearly 40,000 copies per issue

Established 1850

Main Office: TEMPLE BLDG.,
St. Louis, Mo.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 143,054

If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world.

What they want they get!

Do you want some of this business?

USE THE CLIPPER

—ADDRESS—

NEW YORK CLIPPER, New York City

"TRICKS IN ALL TRADES BUT OURS."

THE CLOTHING BUSINESS AND ITS INNUMERABLE SCHEMES—THE TAILOR AND THE READY-WEAR TRICKS—MISREPRESENTING VALUES.

By William Henry Baker.

Advertising manager, English Woolen Mills Co., Cleveland.

There are no tricks in the clothing business! A coat is "hand tailored," for advertising purposes, if the buttonholes are hand made, the collar felled or (or, and) sewed on by hand, the sleeve linings fastened in at the armhole by hand and a few other indispensable attentions hand-given that no machine has yet been invented to perform—notwithstanding that real hand tailoring, as understood by the best tailors, is something far different and involving much patient and highly skilled labor.

The trick of "semi-ready clothes, that one knew once so well, if trick it may be called, consisted of an impressive extravagance of basting threads over the principal seams of the garments, many of which were, nevertheless, sewed up "for keeps." The hems on trousers bottoms and the hems on coat cuffs might be left unsewed and really basted for possible actual adjustment to the purchaser, but otherwise "semi-ready," though promising some amount of personal tailoring so dear to man, might as well have been called, real, plain-spoken-like, "ready-to-wear," along with the rest of the ready-mades.

The cheap tailor, he usually of the no-more—no-less price, is the artist in sartorial legerdemain if there is one in the business. He vociferously boasts of his tailoring, his fabrics and his values, making a suit to measure for less than equal goodness might be had for in some hand-me-down emporium—and what does he have back of it all? In his windows will be found a vast overcrowding of showy fabrics, plentifully benighted with signs and price tickets bearing such classical and

classy legends as "nifty," "Fifth Avenue," "cute," "latest," evidencing silent tribute to the splendid erudition of the publicity end of the business; one or two preposterous coats, painful as to style, but really painstakingly tailored; his prices in the store may or may not be the same as in the window, or if they are, he may assiduously try to sell you something else than you fancy because of a larger profit or decaying popularity and on which the salesman may make a bigger commission. His tailor shop may not be his at all, but be that of contractors in sweaty tenements or over-populated lofts; or, if he has a "shop," it is on a plane with ready-made factories in its mechanical equipment, and below the best of them in a smaller percentage of journeymen or hand workers. His "values" are as one views them. He does make you a suit to measure, very likely, and possibly gives you what you ask for in the matter of eccentric lapels, cuffs, stitchings, pockets and so forth (perhaps for an additional honorarium), and it may, by chance, fit you better than you can be fitted in ready-made, but, considering the workmanship and the quality of the cloth, his characteristic hesitancy about volunteering a request to bring it back if anything goes wrong, one is forced to the conclusion that one gets no more than he pays for here (as truly as in any other line), if indeed, he obtains as much.

The window coat probably cost him anywhere from \$6 to \$14 for the making alone—some expert journeymen did it; the coat he turns out for you, in his own way, probably cost him in the neighborhood of \$2. When you order he may ask you a dollar extra for "best linings," and display two pieces to choose from, either of which, whether you pay the extra shot or not, is likely to go into your garments anyway. When you call to try on your coat you may be posed before a glass while the cutter goes through a dumb show of adapting a dummy garment made-up of linings and interlinings only, and which has

done and will again do similar service for other customers many a time and oft.

Now, that is the "cheap tailor"—but it is proper and manifestly fair to state that there are degrees of him. There are some who are downright scamps, staying a short while in a town, and decamping silently in the night with an accumulation of \$5 and \$10 deposits. One man, famous for this propensity, has operated in many cities, his latest identified stunts (they have a knack of changing business names, these gentry) occurring only two or three years ago. So long as he keeps out of jail he may try another name or two and do it again. This illustrates the degree of depth.

But between the high-priced and the cheap tailor of the common, or garden variety, as the naturalists and funny writers might describe him, there are others of intermediate planes and usefulness.

Between the tailor getting \$35 for a business suit and he who urbanely relieves you of \$65, there is the difference of cloth cost and of the price paid to the workman and of the small matter of rent and the still smaller matter of acquisitiveness in respect to that which is known as gross profit. The very wealthy will go to the one class, while the comfortably fixed will be content with the other—and it is a question only of morals which class it is less sinful to bleed.

Below the tailor to the moderately well-to-do there is the tailor to the masses, who spurns being classed with the cheap tailor, and who compares his fabrics and his prices with the offerings of "other good tailors." He likely has workshops because he is clever enough to have built up a big business by square dealing and must have the manufacturing facilities for his outlet, which is, let us say, many-towned. Here, while the resemblance to a big ready-to-wear factory continues, the hand worker is more in evidence and the costs of production are willingly higher than of his brethren lower down in the scale.

Instead of a dummy or bluff try-on he tries on the veritable garment and fits it to the customer. His fabrics are honest goods, and the variety large and his prices, though averaging \$20 or a little higher, represent good value. If he is an extra shrewd man, as is a certain tailor in the central states, he makes a point of asking you for complaints that he may adjust them and satisfy you. He, furthermore, presses and repairs your clothes free of charge whenever you may need the service.

The trick of the "misfit shop" is doubtless patent to all, for the daily papers have told of criminal prosecutions, not infrequently, for misuse of well-known tailors' labels on goods that were but ready-made, as a rule. If a customer were particular and wanted a suit or overcoat by Rock or Wetzel, or others whose label was a certificate of expensiveness and respectability, and there happened to be nothing to halfway please but a cheap suit "made" by Smith, an attendant would be sent up-stairs to search the reserve stock for clothes by the yearned-for makers. The poor Smith suit would be contemptuously thrown aside by the salesman, and not shown again, but presto! one exactly like it, even as its twin brother, by Rock, Wetzel, or other whose label it has, etc., would be proudly brought down from the upper floor (where the sewing women were) by the stock clerk and exultingly sold to the sold customer. Selah!

No tricks in the clothing trade? Why, no!

* * *

It is a favorite expedient (mind the word) for tailors-to-the-trade to operate under several names and refer customers, lost under one name or desiring a different grade of merchandise, back to themselves under one or more of the other names. The tailor-to-the-trade, by the way, is a wholesale maker of individual garments, the measurements being taken by agents and small dealers here and there and everywhere, said agents and small dealers being equipped with more or less pretentious display

of sample lengths of goods, samples swatches, stylebooks, and like essential paraphernalia. They measure, but do no cutting or tailoring (though the customer may not always know it), but send the measurements on to the tailor-to-the-trade, who does the work, he having, incidentally and initially, staked the agent or small dealer to his outfit.

Let us suppose the Granite Block is situated at the corner of Market and Franklin streets, Chicago. (Chicagoans will recognize the impossibility of such location but the appropriateness of the streets and, hence, appreciate the undisguisable intention of this present writer to be an impartial and upright teller of things). In it is "The World Tailoring Company, Granite Block," who also utilize the Market street entrance for "The Universal Tailors, 233 Market street," and the Franklin street entrance for "Herman Grodin & Bro. Wholesale Tailors, 476 Franklin street"—all, ladies and gentlemen, being one and the same concern, and an open trade secret, but a closed one to the trade out in Texas and North Dakota. If lost to the concern under one name a traveling representative goes after him in behalf of one of the other named same-houses—if his credit is good. If he writes Grodin that he can handle a much better line, Grodin regrets that his own trade has not made it necessary for him to carry finer goods, but suggests the Universal. If a customer of The World writes he cannot do business with such high-priced lines as theirs, he is told that they make no cheap stuff, but that the Universal or Grodin might supply him.

Washed trades, you see, as they say in Wall street. Imagine, too, a customer of dubious credit trying wonderingly to get lines from one of the other ostensibly different houses!

♦♦♦
The Chamber of Commerce of Trenton, N. J., offers a \$25 prize for the best advertising slogan suited to Greater Trenton. The slogan is to consist of five words. The contest closes May 31, 1910, and the slogan must not exceed five words.



DO you put on you evening clothes and then ride in a trolley car?

Yet you clothe your thoughts in perfect English, to be sent out on inferior stationery.

Why not say **STRATHMORE PARCHMENT** when next you order business stationery, and be sure of getting the best bond paper made. It's not only a compliment to the recipient of your letter—it's simple justice to your business. Your paper man will give you the Test Book showing all three finishes, Parchment, Linen and Telanian—or we will send it if you'll ask.

MITTINEAGUE PAPER COMPANY

"Strathmore Quality" Mills

MITTINEAGUE, MASS., U.S.A.

This Novelty Keeps You Before Your Prospective Customers

When you send a useful novelty to a man with whom you want to do business, you keep yourself and your message constantly before him for as long a time as the novelty lasts and keeps its usefulness.

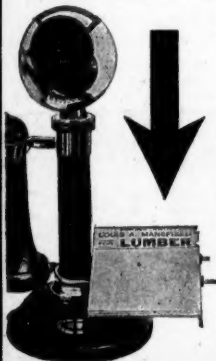
Take the novelty shown herewith. Its usefulness *grows* as its convenience is discovered. It is made to last—nothing to get out of order. Suppose you had one of these on the telephone of every one of your prospective customers. After using this novelty for a time that prospect would have your name and message pretty firmly impressed on his mind.

My telephone pads are being used by innumerable live concerns who want to get *close* to the people they want to reach. Can't you afford to get *closer* to the men whose business you want?

Send 40c. for a sample of this pad holder postpaid and prices on quantities. The pad's usefulness will appeal to you immediately. You'll readily see how you could use them to advantage in advertising *your* business.

When you write I'll send you my catalog—it's brimful of good novelties that will impress you with their usefulness.

E. J. Bosworth, 23 Water St., Rochester, N. Y.



COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By GEORGE ETHRIDGE

The man who is eagerly hunting for an advertisement of the Brussels Exhibition may be fortunate enough to find the original

forces itself on the eye and requires no industrious voyage of discovery to reveal its whereabouts or disclose what it in-

BRUSSELS
INTERNATIONAL & UNIVERSAL
EXHIBITION
1910

The Argosies of the Seven Seas
will convey the peoples and products of every clime to Belgium

APRIL TO OCTOBER, 1910

WHEN the Arts, Industry, and Agriculture of modern times find full expression in complete and comprehensive exhibits from all parts of the globe. Types of most modern industrial machinery in the great **MACHINERY HALL**, with Explanatory Workshops. The World of Art represented by famous masterpieces and ancient carvings from Bruges and Ghent; Art Treasures from Antwerp and a unique reproduction of the House of Rubens; Art productions in copper and other metal from Dinant; Leather Exhibits from Namur. Superior Hall of Education exemplifying every phase in Scholastic and Technical Educational Work; the Finest Exhibition of the Lace Industry ever shown.

SPORTS - FETES - AMUSEMENTS
— Booklets and full information free from the New York office of **BRUSSELS INTERNATIONAL & UNIVERSAL EXHIBITION** 389 Fifth Ave., New York

NO. 1.

of illustration No. 1 if he pursues the chase industriously and possesses the necessary patience, good eyesight and receptive frame of mind. Having succeeded in his quest and adjusted his magnifying lenses to the proper angle he will learn that the "Argosies of the Seven Seas will convey the people and products of every clime to Belgium, April to October, 1910," and about that time if he is an American he will probably think of a word that wouldn't sound well to his wife, and his interest in the Brussels Exhibition will have materially lessened there and then.

Now note by way of contrast Illustration No. 2. Observe that it is strong, simple and bold. It

BRUSSELS
INTERNATIONAL & UNIVERSAL
EXHIBITION

NO. 2.

tends to convey. Attractiveness is the quality that dominates illustration No. 2.

* * *

SOLID COMFORT
For Young and Old
in THE USE OF THE
"Victor"
Book Holder
INDISPENSABLE TO INVALIDS

Holds the largest BOOK in any desired position or angle—Quickly attached to any chair, meter or the like, by anyone—Don't allow your children to get curvature of the spine from holding heavy books while at study—Get A "VICTOR" Book Holder, and the whole family will be DELIGHTED—PRICE \$2.50 PREPAID—Satisfaction Or Money Back—

— ILLUSTRATED CIRCULAR FREE —
Ezra Flaudis Dept. • Waynesboro Pa.

Cast your eye on the picture headed "Solid Comfort" and see what you can make of it. How many persons do you suppose would ever take the pains to puzzle it out? Some well-meaning artist has gone to the trouble to work the whole text out in laborious hand lettering, but the result is very sad. No matter how anxious a reader may be to discover the meaning of the text it would be well nigh impossible to do so. How any publication could have accepted this advertisement and expect it to reflect credit on its efficiency as an advertising medium is another mystery, but the whole thing has such a mysterious air it might well call for conjecture of a dozen kinds.

* * *

The temptation to crowd in a lot of detail in a small illustration should be studiously avoided if the best results are to be produced. Sometimes it happens that a drawing intended for a full page



No. 6 Chair \$6.50 No. 300 Swing Seat \$7.50 No. 7 Rocker \$7.25

Solid Comfort for a Life-time

That's what you get with an Old Hickory chair or rocker. Just sit in one once—especially if you are tired and the thermometer registers about 90 in the shade. Then you will know the real comfort of an "easy chair" that is easy.

Andrew Jackson liked his chair so well that people nicknamed him "Old Hickory." That's our trademark, burned into every piece of furniture we make.

OLD HICKORY

Hand-Made Furniture

Recognized the world over as the scene of fine workmanship, can be seen at all the famous resorts like "Claremont-on-the-Hudson" and the Old Faithful Inn of Yellowstone Park. In thousands of refined country homes, bungalows, clubs and cottages, where good taste seeks comfort, charm and coziness rather than convention—"Old Hickory" is found. In the den or on lawn or porch, "Old Hickory" furniture is correct in style, incomparable in comfort and unsurpassable in wearing qualities. You are doing us a favor when you ask for our beautiful catalog. Please write for today. Sold by the best furniture stores everywhere.

THE OLD HICKORY CHAIR COMPANY
Martinsville, Ind. Dept. B., Indiana

or a half page is crowded into single column width and the effect of detail in such instances is not only entirely lost but tends to obstruct and confuse. The advertisement of the Old Hickory

Chair Company, here shown, is an instance. In all probability the drawing was originally intended to be used in liberal space; but when reduced to the single column proportions here shown the effect of the grouping is practically lost.

* * *

This same quality of attractiveness is evident in the repro-



**THE IDEAL
SUNK FIRE
FOR YOUR
HOME**

The
"TIPPIT"

The patent tipping arrangement at the front of the grate is easily manipulated by an ordinary poker, and can be detached by merely lifting away

IT REMAINS IN ANY POSITION AT WILL
The Tip permits free access of air under and through the fire when sluggish or nearly lit.

"TIPPIT" FIRES

mean perfect combustion; perfect economy; perfect cleanliness. All hearth and floor coverings may be brushed directly into the fire; and all ashes may be easily removed whilst the fire is still burning. Adaptable to all existing mantels.

Illustrated booklet giving prices and full particulars of construction sent free.

LIFT FIREPLACE CO (Dept. 4.)
2 and 3 North Parade, Manchester

duction of the fireplace advertisement from an English publication. Our friends on the other side of the pond are learning the effectiveness of plain, simple treatment in advertising illustrations and examples like the one here referred to are becoming evident in English periodicals to a much greater extent than formerly. The simplicity of the fireplace treatment in this illustration is an excellent scheme and brings the subject of the advertisement to the front at a glance.

The publicity committee of the Board of Trade of Jersey City has awarded a contract for a sign board 200 feet long and 12 feet high, to be erected on the south side of the Pennsylvania Railroad just east of the Hackensack River, to notify incoming train passengers of the excellent home and factory sites which Jersey City offers, making prominent the slogan "Three Minutes from Broadway."

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N.C., leading textile publication South. Circulation increased 60% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT P. 1. for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

CAROLINA READY PRINTS—16 weekly papers, each published in a different county of S. C. Rates very reasonable. Agencies or advertisers desiring information address, SIMS ADVERTISING AGENCY, Orangeburg, S. C.

BILLPOSTING

FRED PEEL, official representative, THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA, Times Building, New York City. Send for estimates.

BILLPOSTING, Signs, Posters and Cards tacked. Advertising matter distributed in every town within a radius of thirty miles of Philadelphia. THOS. WELLS, Jr., 837 North 42nd Street, Philadelphia.

BUSINESS OPPORTUNITIES

LOTS of men write an advertisement and say (or think), "There, thank heaven, that's over for a while, anyhow!" Such men do not realize that the advertising matter that is dragged out of them like a tooth is not likely to be either spontaneous or attractive. It is needless to say that failing to win attention any advertising is simply throwing money away. **FRANCIS I. MAULE**, 401 Sansom St., Philadelphia.

ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

HELP WANTED

ADVERTISING SOLICITOR, competent to build up business, will be given liberal contract by long established class publication. No drawing acct. Full details with refs. necessary for interview. Room 206, 114 E. 28th St., N. Y.

Copywriter by Canadian agency. Must be strong on food products State age and experience. Good position for right man. Address, "CANADIAN," care of Printers' Ink.

ADVERTISING MAN WANTED ON WEEKLY TRADE PAPER. Unusual opening for first-class man. Give full particulars. Address "TRADE PAPER," care Printers' Ink.

SOLICITOR to secure subscriptions for daily trade paper. Liberal commissions. Will grant entire New York City if made good. Address "E. M. H." P. O. Box 800, Madison Square.

SOUTHERN AGENCY in exceptionally good field desires Copy man with general experience. Excellent climate, living comparatively cheap. Splendid opportunity. Give references, present employment and salary desired. "A. I." care of Printers' Ink.

WANTED—man to travel and exclusively represent New England daily, 20,000 circulation, in field of foreign advertising. Give salary and particulars showing character, experience and ability. No "list" specials considered. Address "B. O. C.," care of A. N. P. A., World Building, New York City.

Manager of Publicity

(Or Assistant)

WANTED—First; Solid Personality and Ideals. Second; Thorough Education (college desirable). Third; Moderate Experience. Some Previous Contact with Engineering matters, an Asset. **WRITE FULLY AND IN CONFIDENCE.** "B. S.," care Printers' Ink.

PRINTERS WANTED—We have good positions open for competent ad. and job compositors, linotype operators, make-up men, cylinder and job pressmen. Free registration and special terms offered. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

WANTED—A well educated and healthy, temperate young man, thoroughly understanding composing room work. Must be rapid, accurate and skillful worker, capable of setting up advertising in original manner, imposing and making up forms. Good future for right man. State salary expected, age and references. Address **PLUMBERS' TRADE JOURNAL PUB. CO.**, 45 West 34th Street, New York City.

INFORMATION AND ILLUSTRATIONS

ASK US ANYTHING YOU WANT TO KNOW. Millions of old, rare and up-to-date articles, clippings and pictures, extending back fifty years—added to daily—all topics from all sources—classified for quick reference. Consulted here or loaned to responsible inquirers. **SEARCH-LIGHT INFORMATION LIBRARY**, 341-7 5th Avenue, (Opp. Waldorf) New York.

LAY-OUT PAPER

LAYOUT PAPER Makes perfect layouts easy. Simple, practical—instructive. Automatically furnishes instructions to printer. Saves alterations—time—money. Improves display. Word schedule by lines and places. Copy figured exactly. Postal brings particulars. **H. H. Stalker, 203 Majestic, Toledo, O.**

MEETINGS

THE annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election will be held in the office of the Ripans Chemical Company, 10 Spruce Street, New York, on Monday, May 9, 1910, at 12 o'clock noon. **CHAS. H. THAYER**, President.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. E. LACEY**, Washington, D. C. Established 1869.

POSITIONS WANTED

WELL educated young man with broad business experience and a thorough knowledge of advertising theory would welcome an opening as office assistant in the business publicity held. Address "IDEAS & LITERATURE," care Printers' Ink.

FOUR years Chicago manager of one of the most successful eastern publishing houses; two years Chicago manager of one of the largest monthly publications; two years Chicago manager of one of the best advertising agencies in the country. Excellent reasons for desiring a change. Address "BOX CHICAGO," care Printers' Ink.

ARTIST

of unusual ability whose work is extensively used by leading advertisers and publishers and who has managed art and copy department of advertising agency for 3 years is open for salaried connection May 1. Is expert advertisement writer. "TOPNOTCHER," care of Printers' Ink.

Want Position as Traveling Demonstrator or Collector

for reliable firm or goods, either one. Am 33, of good appearance, rather heavily built, now employed and can furnish A-1 references as to character, honesty, sobriety, etc. Have had one year's experience in auditing capacity for a \$200,000 adjustment firm, which handled all classes collections. Position paying reasonable salary and expenses and leading to something better later, preferred. **E. J. BONNER**, 106 South Neil Street (upstairs), Champaign, Ill.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

THE HEINTZEMANN PRESS

Modern Languages

Catalogues and Booklets

185 FRANKLIN STREET
BOSTON - MASS


If you want a position or want to employ an advertising man, try a **PRINTERS' INK Classified ad.**

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. **PRINTERS' INK's** Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.

 **PRINTERS' INK's** Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by **Printers' Ink Publishing Company**, who will pay \$100 to the first person who successfully controverts its accuracy.


ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.


Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,088.

 This absolute correctness of the latest circulation rating accorded the **Denver Post** is guaranteed by the **Printers' Ink Publishing Company**, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for Jan., 1910, sworn, 13,273. You can cover Bridgeport by using **Telegram** only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,728; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,738.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 12,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 16,547. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average for 1909, 6,736. No other paper covers this field.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Sworn statement furnished.

Waterbury, Republican. Average for 1909, Daily, 6,661; Sunday, 7,051.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,387 not paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Average, 1st quarter 1910, 40,187 (© ©).

FLORIDA

Jacksonville, Metropolis. 14,414 copies each issue. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average 12 mos. ending Dec., 1909, daily and Sunday, 17,403. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

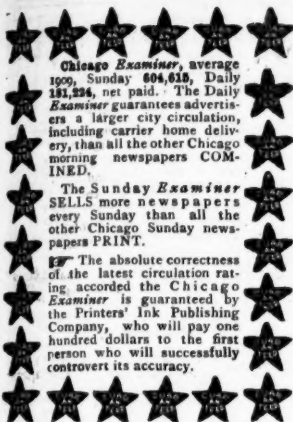
Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, Breder's Gazette, a weekly farm newspaper. \$1 75. Average sworn circulation year 1909, 75,496 and all quality. Rate, 35 cents, flat.

Chicago, Dental Review, monthly. Actual average for 1908, 4,097; for 1909, 4,325.

Chicago not paid Daily, home n tion and tisers. Th
DU A TE
Jolie Averag
Peori 20,874.
Starl for 190
Evan 11,943
Prin Daily
Sout 1910,
Bur 9,180.
Dav Circu than
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Chicago Examiner, average 1909, Sunday 604,618, Daily 181,254, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago Record-Herald. Average 1909, daily net paid, 159,176; Sunday net paid, 193,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria Evening Star. Circulation for 1909, 30,974.

Sterling Evening Gazette, average circulation for 1908, 6,409; 1909, 8,122.

INDIANA

Evansville Journal-News. Average, 1909, 11,943. E. Katz, S. A., N. Y.

Princeton Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend Tribune. Sworn average March 1910, 12,013. Best in Northern Indiana.

IOWA

Burlington Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport Times. Daily av. Mar., '10, 16,713. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque Times-Journal, morning and eve. Daily average, 1909, 12,448; Sunday, 14,602.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

KENTUCKY

Lexington Herald. D. av., '10, 6,872. Sunday, 7,502. Week day, 6,897. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, The Times, evening daily, average for 1909 net paid 45,488.

MAINE

Augusta, Kennebec Journal, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Portland, Evening Express. Average for 1909, daily 15,219. Sunday Telegram, 10,806.

MARYLAND

Baltimore, American. Daily average for 1909 76,976; Sunday, 98,435. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 88,416. For Mar., 1910, 88,896.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)
1909, 180,278; Gain, 3,981

Sunday
1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines
Gain, 1909, 465,679 lines

2,504,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,663.

Lawrence, Telegram, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,522; 1908, 16,596; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST March

AVERAGE MAR., 1910
The Sunday Post
263,344
Gain of 20,757 Copies
Per Sunday over Mar., 1909

The Daily Post
298,639
Gain of 42,839 Copies
Per Day over Mar., 1909

Salem, *Evening News*. Actual daily average for 1909, 18,574.

Worcester, *Gazette*, evening. Average year, 1909, 16,778; Largest evening circulation.

Worcester, *L'Opinion Publique*, daily (©©). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ Jackson, *Patriot*, Aver. Mar., 1910, daily 10,987, Sunday 11,908. Greatest circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1909, 14,379. Exam. by A. A. A.

Saginaw, *Evening News*, daily. Average for 1909, 21,326; Jan., 1910, 21,682.

MINNESOTA

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,266.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 28,587.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 54,456. A. A. A.

CIRCULATION

★ GUAR AN FEED
Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 68,197. Average circulation of Sunday *Tribune* for same period, 73,121.

★ GUAR AN FEED
Minneapolis, *Journal*, Daily and Sunday (©©). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Mar., 1910, evening only, 78,778. Average Sunday circulation for Mar., 1910, 81,492. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field. ★ GUAR AN FEED

MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening, Daily circulation for 1909, 1,109; January, 1910, 1,322

MISSOURI

Joplin, *Globe*, daily. Average, 1909, 18,113. E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1909, 28,832. Smith & Budd Company, Eastern Rep.

St. Louis, *National Druggist* (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 143,208 for year ending Dec. 31, 1909

Lincoln, *Freis Press*, weekly. Average year ending Dec. 31, 1909, 143,064.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,143.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,634.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c-'07, 20,370; '08, 21,326; 2c-'09, 19,082; 1st ¼ yr. '10, 19,891.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 14,930. It's the leading paper.

★ GUAR AN FEED
Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 83,908.

Buffalo, *Courier*, morn. Average, Sunday, 88,737, daily, 46,284; *Enquirer*, evening, 26,596.

Buffalo, *Evening News*. Daily average for 1907, 94,848; 1908, 94,033; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 6,638.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,921. Only daily here.

★ GUAR AN FEED
Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,713. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, year ending Dec. 25, 1909, 10,684.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over 225,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 6,841; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 360,663. Evening, 399,669. Sunday, 460,955.

Poughkeepsie Star, evening. Daily average year, 1909, 5,013; February, 1910, 5,647.

Schenectady Gazette, daily. A. N. Liecby. Actual Average for 1909, 17,470.

Schenectady Star. Av. 11,265 last half 1909. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 82,458; Sunday, 40,922.

Troy Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination and made public the report.

Utica National Electrical Contractor, mo. Average for 1909, 2,683.

Utica Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 18,117.

NORTH CAROLINA

Charlotte News. Aver. 1907, 5,393; 1908, 5,782; 1909, 7,346. Growing some.

NORTH DAKOTA

Grand Forks Normanden. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

Cleveland Plain Dealer. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For March, 1910, 82,761 daily; Sunday, 112,727.

Columbus Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Springfield Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. '09, 439,467.

Youngstown Vindicator. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *The Oklahoman*. 33,738 copies each issue. E. Katz, Agent, N. Y.

OREGON

Portland, *The Evening Telegram* is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, 29,270. In purely local mercantile advertising it printed 313 more pages in 1909 than in 1908. It printed 179 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.

Portland, *The Oregonian*, (©©) March average circulation. Sunday, 55,204; Daily, 44,002. For over 50 years the great newspaper of the Pacific Northwest. More circulation in Portland and Oregon than any other newspaper. Also more foreign, more local, and more classified advertising.

PENNSYLVANIA

Chester, *Times*, ev'g d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, *Times*, daily. 21,665 copies each issue. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average Feb., 1910, 14,775. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, *Tribune*. Average for 12 mos., 1909, 12,467. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for MARCH, 1910

260,993

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 5,517; 1909, 5,522 (©©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

Philadelphia. The *Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 68,054; the Sunday *Press*, 163,998.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '09, 11,543; Feb., '10, 12,294.

West Chester. *Local News*, daily, W. H. Hodgson, Aver. for 1909, 18,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1909, 20,015

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1909, 19,033—sworn.

Providence. *Daily Journal*. Average for 1909, 21,858 (©©). Sunday, 28,125 (©©). *Evening Bulletin*, 40,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,237.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1909, 8,311. March, 1910, 5,785.

Columbia. *State*. Actual average for twelve months, 1909, daily (©©) 14,436, Sunday (©©) 14,959.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average year, 1909: Daily, 48,978; Sunday, 70,179. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1907, 36,206; for 1908, 36,554; for 1909, 40,086.

TEXAS

El Paso. *Herald*, 1909 average, 9,650. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Average for 1909, 6,331. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 3,184. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Av. 1909, 3,756; Mar., 1910, 4,083. Largest circulation. Only evening paper.

WASHINGTON

Seattle. *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,756,054 lines.

Tacoma. *Ledger*. Average 1909, daily, 18,798; Sunday, 26,165.

Tacoma. *News*. Average for year, 1909, 18,829.

WISCONSIN

Janesville. *Gazette*. Daily average, Mar., 1910, daily 5,408; semi-weekly, 1,770.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 5,960.

Milwaukee. *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 37,122 (©©). The great Home Paper of Wisconsin.

Milwaukee. *The Milwaukee Journal*, (evening daily). Average in March, 1910, 62,427; gain over March, 1909, 1,874 daily; average for 12 mos., 60,101 daily. Covers 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine. *Daily Journal*. Feb., 1910, circulation, 4,991. Statement filed with A. A. A.

The Wisconsin Agriculturist
Racine, Wis., Established, 1877
Actual weekly average for year ended Dec. 31, 1909, 60,686.
Largest circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average year, 1909, daily, 5,125; semi-weekly, 4,994

BRITISH COLUMBIA

Vancouver. *Province*, daily. Average Mar. '09, 17,825; Mar., '10, 19,511; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily Mar., 1910, 43,688; weekly 1909, 27,060; Mar., 1910, 28,624.

Winnipeg. *Der Nordwestern*. Canada's National German weekly. Av. 1909, 18,162. Rates 56c. in.

Winnipeg. *Telegram*, dy. av. Mar., '10, 31,023, (Saturday av. 38,000). Farmers' Weekly, same period, 50,000.

QUEBEC, CAN.

Montreal. *La Presse*. Actual average, 1909, daily 98,024

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

MAIL ORDER ADVERTISING

Produces results in Indiana's leading "Want Ad" Medium. A circulation of 75,000 thoroughly covers the city and state. Publishes more classified advertising than any other paper in state.

Rate One Cent Per Word.
Only Sunday Paper in Indianapolis.
The Indianapolis Star

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE Boston *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.

MINNESOTA

CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

★ THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Mar., 1910, amounted to 256,550 lines; the number of individual ads published were 32,652. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 32,738. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 95,024—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The *Mobile Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, first quarter, 1910, 40,187 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (OO); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French paper among 76,000 French population.

MINNESOTA

The *Minneapolis Journal* (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,250 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers, popularly ranked with it as to quality of circulation.

New York *Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 65,054; Sunday, 163,995.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle *Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax *Herald* (OO) and the *Evening Mail*. Circulation 16,837, flat rate.

Business Going Out

The Waterman Institute in New York is sending out telegraphic readers to a general list through the N. Volkman Agency, which will run 3 inches one column.

N. W. Ayer & Son are sending out contracts for Moxie, 10,000 lines.

Copy for Evelyn Cunningham is being sent out by Gunther Bradford, Chicago, to newspapers in the South, 300 lines.

For the Cooper Medicine Company, of Dayton, O., 10,000 line contracts are being sent out to Pacific Coast newspapers by Henry Webb of Dayton.

In the Southwest 2,500 line contracts are being sent by the Nelson-Chesman Agency, of New York, for Prof. Roxroy.

The Chalmers Knitting Company is sending out 2,500 line copy to Western newspapers through the Batten Agency.

The Johnson Dallis Company, of Atlanta, is issuing 10,000 line contracts in the Southwest for the Southern Cotton Oil Company, of New York.

E. H. Clarke, of Chicago, is giving out 1,000 word copy in the West for Luewella Darbyshire.

The Herpicide Company is signing 350 inch contracts in the Southwest through the Morse Agency of Detroit.

Lord & Thomas, of Chicago, are sending out 100 lines 10 times in the West for the Chicago Beach Hotel.

Cramer Krasselt Company, Milwaukee, is signing 500 line contracts in the Southwest for the Miller Brewing Company of Milwaukee.

The Mack Man Tablet Company is giving out 2,500 lines in the West through Charles H. Fuller, Chicago.

The C. P. I. & P. Railroad is signing 10,000 line contracts in the West through Herbert Kaufman & Handy of Chicago.

The Northern Pacific R. R., of St. Paul, is signing 5,000 line contracts in the West through Stack Parker of Chicago.

The Geo. Batten Company, New York, is sending out National Lead copy, 2,600 lines, in the Southwest.

The Williams Company, of Hoboken, is offering copy for their All-Ways

Safety Razor through Ballard & Alvord Company, New York, in a few cities, 600 and 300 lines.

The Ironmonger Advertising Agency is signing copy for Espina cigars, manufactured by Leopold Powell, New York. Copy is running in Iowa.

A new line of copy for Knox gelatine is now going out through the H. E. Lesan Advertising Agency to a good-sized list of women's publications and general magazines.

A list of standard and mail-order magazines is receiving orders for the advertising of the Lincoln Company, Chicago, instalment diamonds, through the Leven-Nichols Advertising Company, Chicago-New York.

Contracts are being made with newspapers for the advertising of Messrs. Sydnor & Hundley, Richmond, Va., by Staples & Lemons, Inc., Richmond, Va.

10,000 line contracts are going to a list of twenty-eight Central and Southern papers as renewals for the advertising of the James E. Pepper Distilling Company, Chicago, for Old Pepper Whisky. Leven-Nichols Advertising Company, Chicago-New York, is placing the business.

Martin & Martin, of Chicago, are advertising their "Cub Shoe Polish" quite extensively in the Chicago newspapers through the Chicago office of the H. E. Lesan Advertising Agency.

BOSTON ITEMS.

The United Drug Company, Leon street, Roxbury, is increasing the territory on the sale of its Rexall products and is making large contracts with the newspapers in the new towns taken on. This advertising is placed direct by Wm. C. Neilly, advertising manager. This concern has recently opened a Canadian factory and many Canadian agencies are being established.

The C. I. Hood Company, Lowell, Mass., is making additional contracts with daily papers. The copy averages two to four inches every other day for nine months.

The Boston office of the George Batten Company is handling an appropriation in national mediums for the F. S. Webster Company, manufacturers of office and business supplies.

The Federal Advertising Agency, of New York, is handling the appropriation of the Foster Rubber Company,

Boston. A few weekly publications of large national circulation are being used and a larger list of mediums will be taken on in the fall.

Daily and weekly newspapers in New England and New York state are receiving contracts from the George Batten Company advertising Clicquot Club ginger ale.

The entire appropriation of A. S. Hinds Company, Portland, Me., manufacturers of Hinds' honey and almond cream, is handled by the Morse International Agency, of New York. Large copy is used principally in the women's publications.

The Portsmouth Brewing Company, Portsmouth, N. H., is making contracts for 500 inches in a few cities in New England where its beer is on sale.

Ernest J. Goulston, 17 Milk street, is placing large copy in Boston papers for the Bitter Root Valley Irrigation Company. Outside territory will be taken on later if the Boston campaign proves successful.

The H. B. Humphrey Company, 44 Federal street, is handling the advertising of S. S. Pierce Company, wholesale grocers, Boston. A few select general mediums are being used for the advertising of their olive oil and light wines.

The advertising appropriation of Morse Bros. Company, Canton, Mass., is handled by the F. P. Shumway Company. The product exploited is Rising Sup stove polish, and newspapers and women's publications are used.

Some additional contracts with daily papers in New England are being placed by the Boston News Bureau for F. L. Milliken & Co., stock brokers. The advertising runs in space of four inches two times a week for one year.

Contracts for next year's advertising of the American Telephone & Telegraph Company have gone out to a very large list of general mediums. Contracts call for 224 line copy twelve times. The appropriation is understood to be over \$300,000 and is one of the largest general accounts in the territory. It is placed by the Boston office of N. W. Ayer & Son.

The new advertising campaign for the Gillette Safety Razor Company is larger than ever before. Double page copy is appearing in the leading publications. This advertising is all handled by the George L. Dyer Company, New York.

The Spafford Advertising Agency, John Hancock Building, is placing contracts for A. G. Van Nostrand, the brewer. P. B. ale is advertised in a large list of cities.

The Standard Construction Company is sending out orders on the advertising of a new portable bungalow and

automobile garage. Good sized space is used in automobile journals and several class publications.

The J. M. Chandler Company, successors to the Lovette Chandler Agency, is sending out orders to Canadian papers on the advertising of J. A. & D. A. Haley, a new financial advertiser.

ST. LOUIS-KANSAS CITY NOTES.

The D'Arcy Advertising Company, St. Louis, is sending out orders to agricultural papers for Coco-Cola. Display copy of various sizes is being used.

The Autogenous Welding Devices Company of Kansas City, is using a list of farm papers published in the Middle Western States. Orders and copy for fourteen lines display are going out through the Horn-Baker Advertising Company, same city.

The Dr. C. J. Moffett Medicine Company, St. Louis, has inaugurated a campaign in a big list of papers published in the South, advertising "Teethina." Daily newspapers, weeklies and religious publications are receiving orders for 56 line display copy to start in May. The business is being placed through the J. Walter Thompson Company.

The Horn-Baker Advertising Company, Kansas City, is sending out orders to a list of leading dailies published in the Middlewest for the Commerce Trust Company, same city, advertising a six per cent bond issue. Four hundred and twenty lines, and smaller display copy is being used.

The Trusight Spectacle Company, Kansas City, is using a list of mail-order, religious, agricultural and weekly papers. Seventy-four lines display is being used. Orders are being placed through several agencies.

The Central Acetylene Lighting Company, Kansas City, is using a list of agricultural papers. The Horn-Baker Advertising Company, same city, who are handling the account, are sending out orders for 140-line display copy.

F. A. Gray Advertising Company, Kansas City, is sending out orders and copy of various sizes for the Economy Iron Company, same city. Dailies and mail-order publications are being used.

The Horn-Baker Advertising Company, Kansas City, is sending out orders for J. H. Lipscomb, same city, advertising farm lands. Forty-line display copy is being used in the Sunday editions of dailies and agricultural publications.

The Schmelzer Arms Company, Kansas City, is using a list of dailies published in the Central and Southwestern States. Orders and copy for large display space are going out through Lord & Thomas, Chicago.

How a Publication can keep in touch with the advertiser.



YOU can send him a letter every week—but he will soon get tired of that; or—

You can send him printed matter every week—

but it may not reach him, and if it does he promptly slides it into the waste-basket; or—

You can talk to him through PRINTERS' INK every week. He does not get tired of PRINTERS' INK, but pays his subscription year after year—it reaches him personally, either at his office or his home—he reads it and preserves it, because it deals with his problems.

Further, to use PRINTERS' INK doesn't cost you one-third as much as either of the other ways. Think it over.

PRINTERS' INK PUBLISHING COMPANY
12 West 31st Street, New York

The ablest advertising organizations in the United States pretend to no exact knowledge of the ever changing conditions in Canada; and you surely need such knowledge if you are spending even a small advertising appropriation in this country.

This organization offers you that knowledge in "Gibbons Service." Yet to make use of it to your profit you need not increase your Canadian outlay by one dollar.

"Gibbons Service" has fully satisfied the exacting demands of important international advertisers. It can make your money, spent here, produce better results than you can get elsewhere.

On the basis of that flat assertion, we invite correspondence about Canadian advertising.

J. J. GIBBONS Limited

*Newspaper, Trade Papers and all Outdoor Advertising
Representative Billposters and Distributors Association*

119 West Wellington Street, Toronto
La Presse Building, Montreal

CANADA